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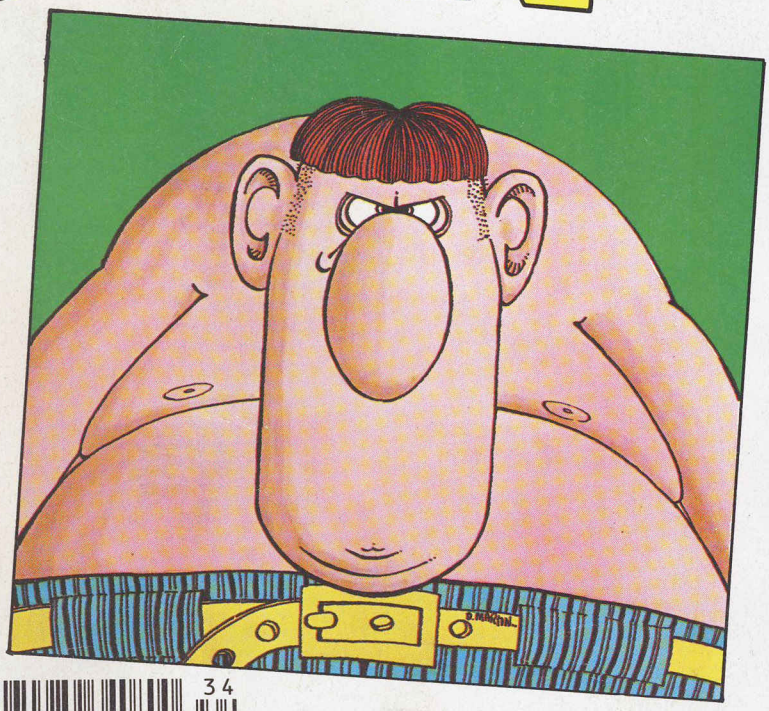
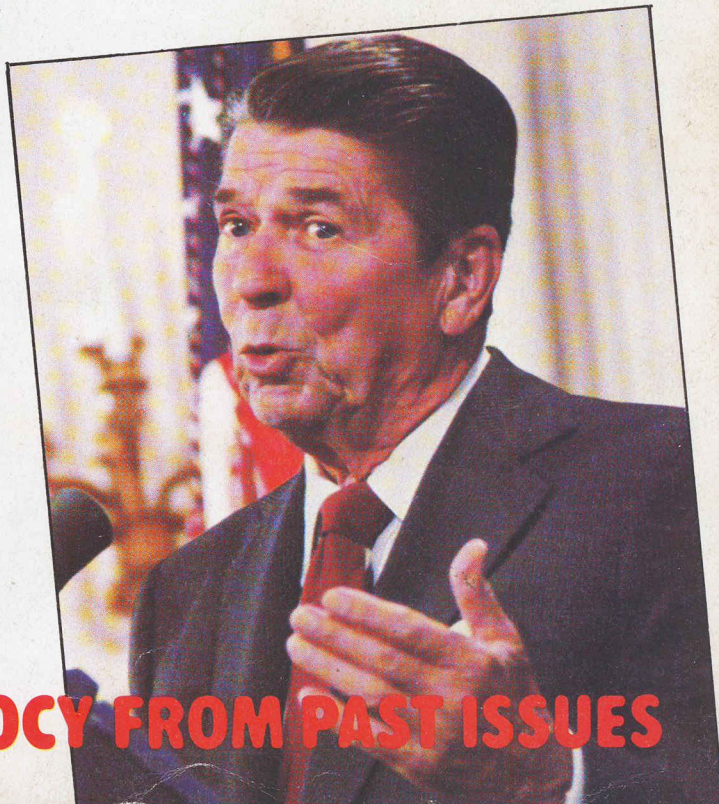
MAD

SUPER SPECIAL WINTER '83

BOOK OF SILLY NONSENSE





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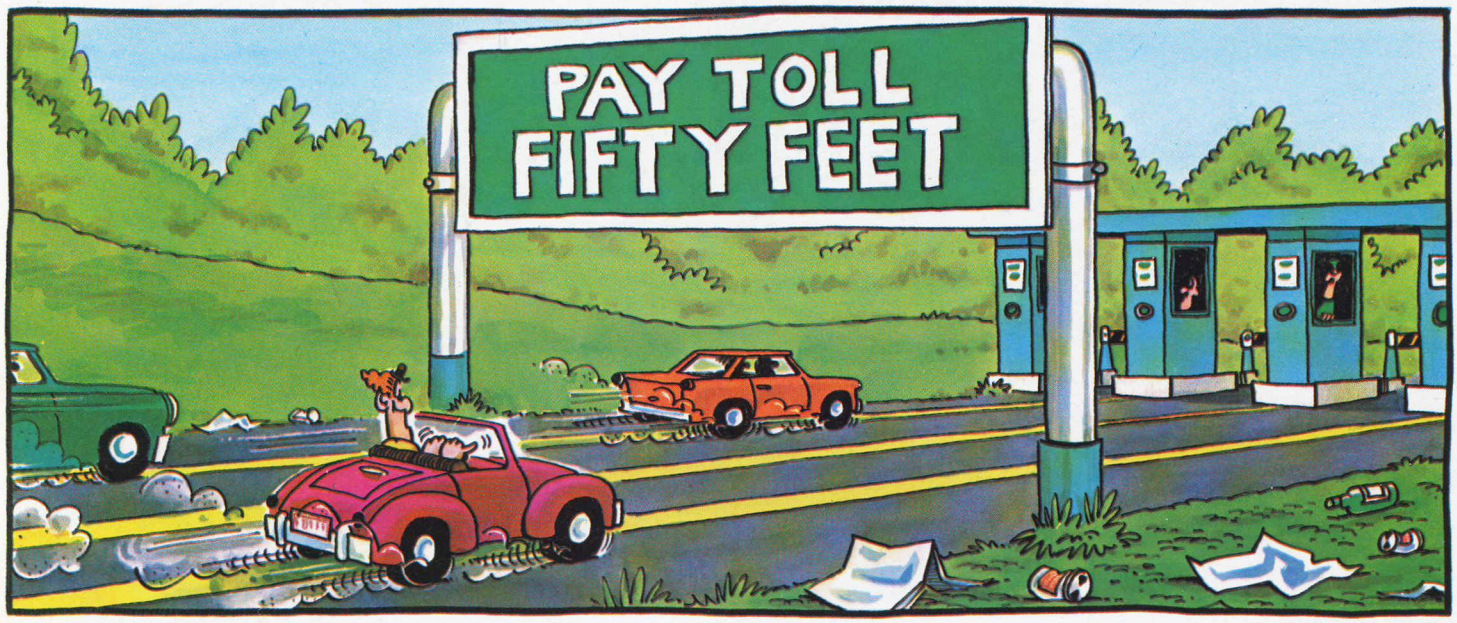

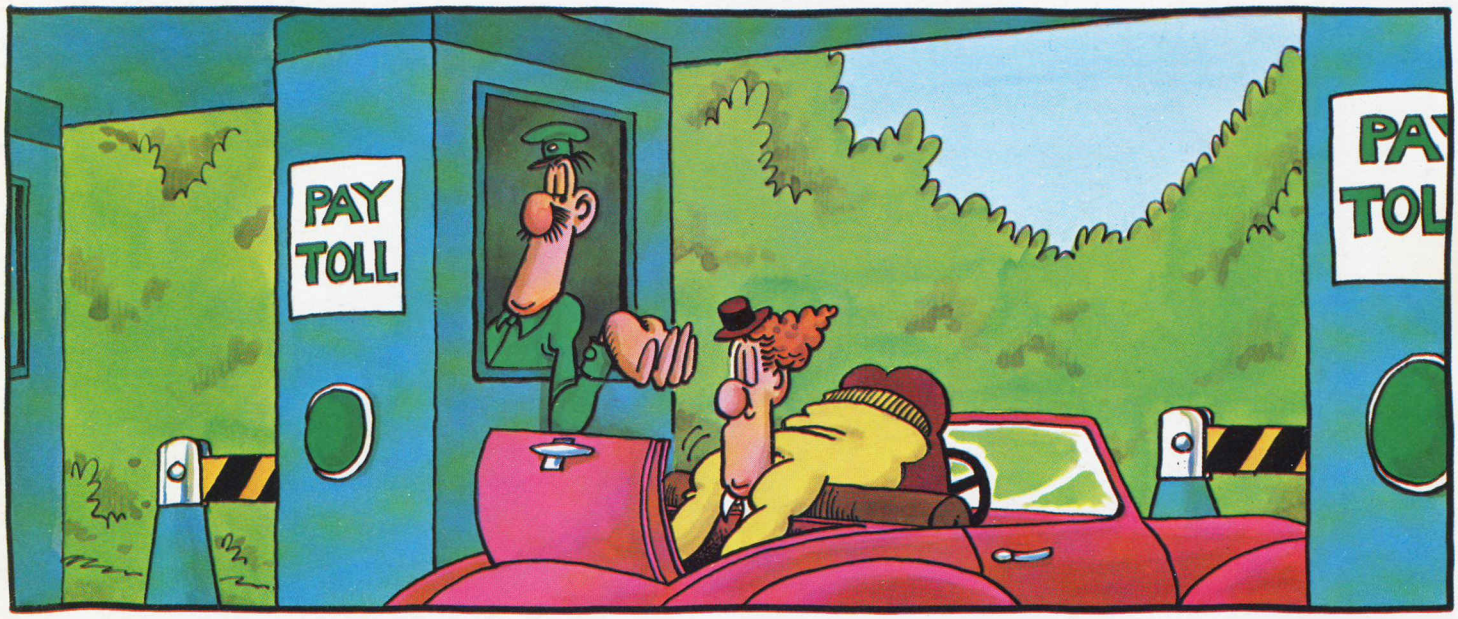

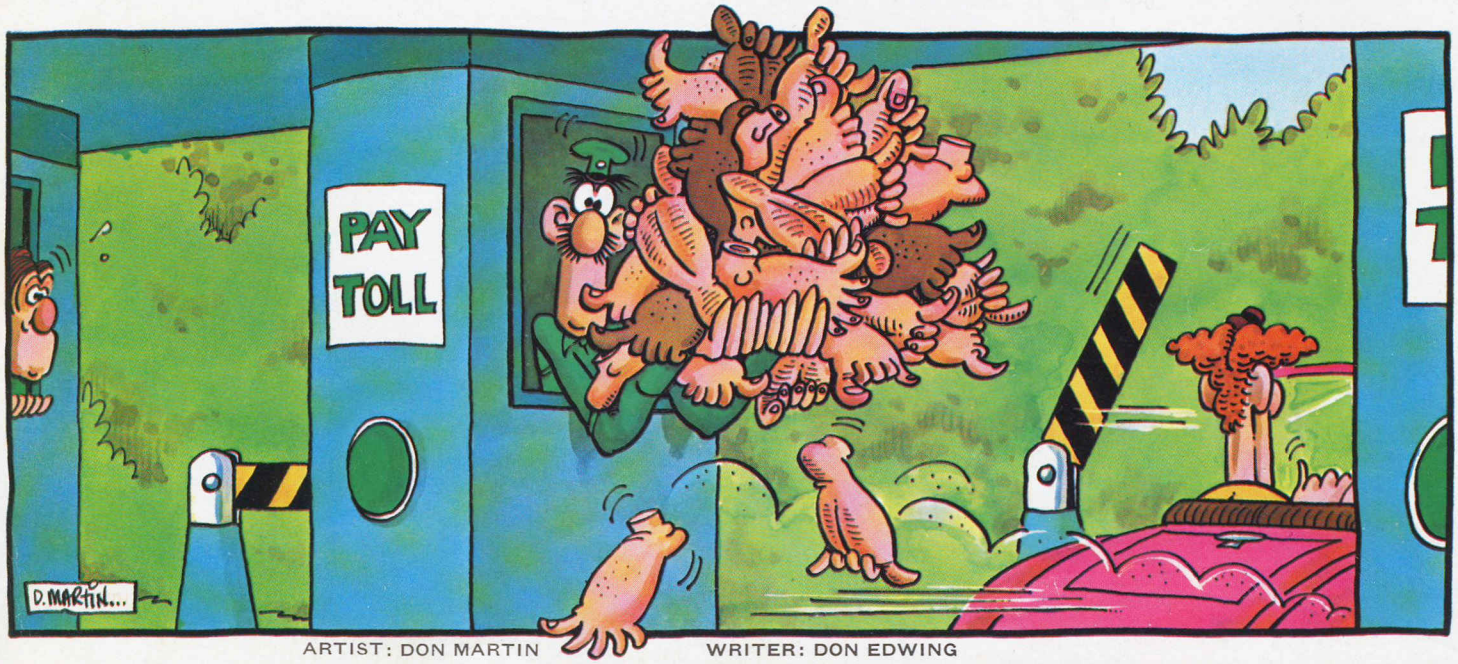

ARTIST: DON MARTIN WRITER: DON EDWING

SUPER SPECIAL WINTER '83

MAD BOOK OF SILLY NONSENSE

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**Various Places Around The Magazine

...AND HERE IS THE SILLIEST NONSENSE OF ALL...

MAD WINTER '83 SUPER SPECIAL NUMBER 45. Published by E.C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022.

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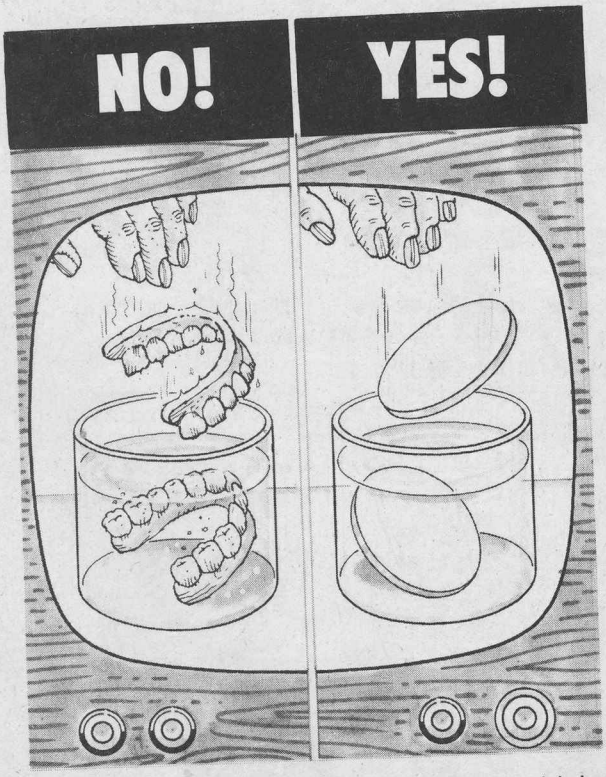
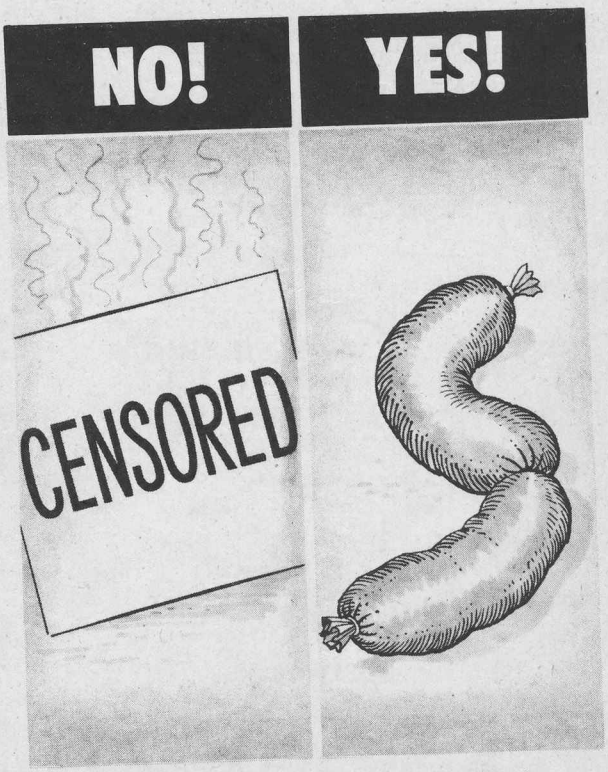
NICK MEGLIN *senior editor* **JOHN FICARRA** *associate editor*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

OUT, DAMNED SPOT! DEPT.

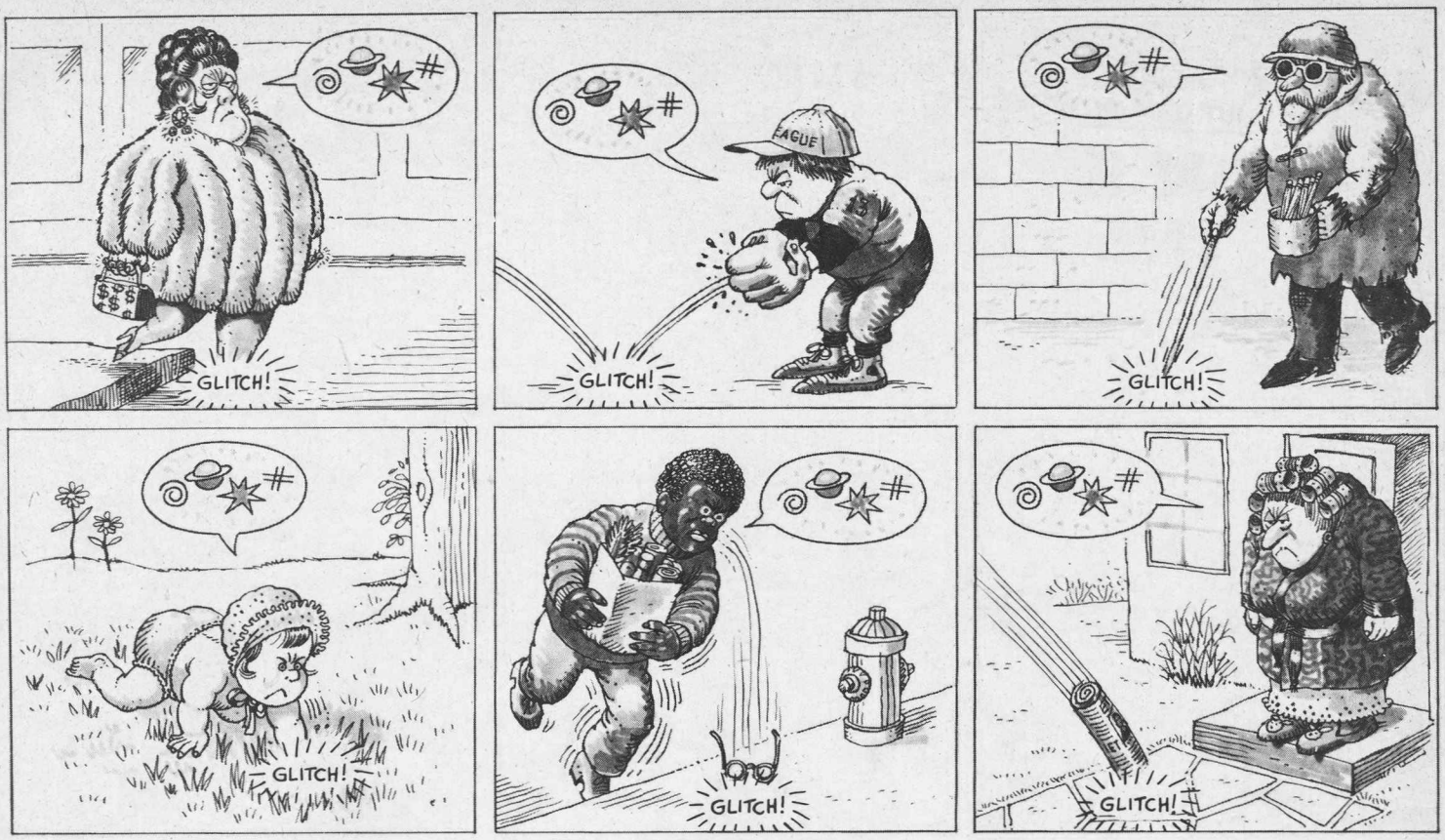
AN EDITORIAL NOTE ABOUT THE FOLLOWING ARTICLE!

Doing an article like this gives MAD a big problem, as scenes above will attest. What is that problem? Is it that the Policeman is arresting the **lesser** culprit? Is it that the **real** culprit is getting away scot-free? No, the big problem is: How to **illustrate** an article solving "Doggie-Do Problems" without making MAD readers **sick** for a **week!**





TV to the rescue! Ever notice how TV Commercials handle unpleasant subjects? Like when they substitute nice clean **plastic discs** for **cruddy false teeth?** Well, MAD is going to substitute nice clean **link sausages** for (Yecch!)—**you know what!** So if you see anything **else** depicted in this next article, don't blame **us** for your disgusting imagination!

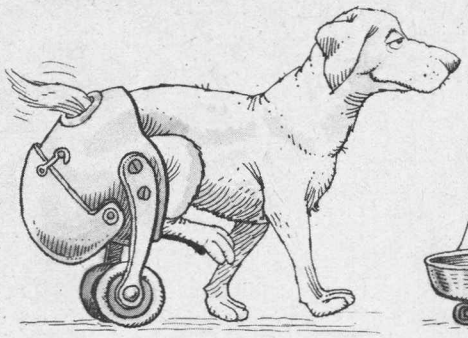


What do all the people above have in common? They live in a Big City! And you've all heard how Big Cities are going to the dogs! Well, it's true! With the increased crime, more and more City Dwellers are taking big dogs into their tiny apartments and homes. And this is cruel and inhumane, considering the lack of running, jumping and scampering space in a Big City... not for the dogs, but for the people who are trying to avoid what these hounds are dropping all over the place! So, before our Big Cities all turn into gigantic dog toilets, we at MAD now offer...

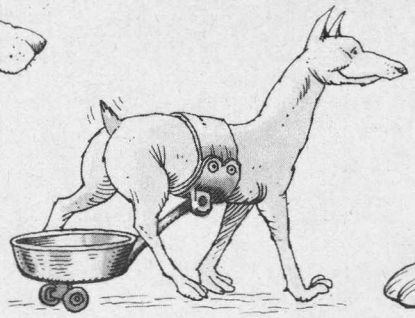
MAD SOLUTIONS TO BIG CITY DOGGIE-DO PROBLEMS

ARTIST & WRITER: AL JAFFEE

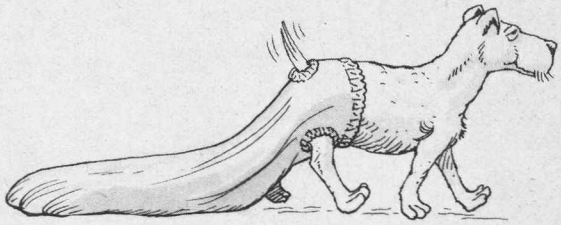
MOBILE REAR COVER



PORTABLE POOP CART

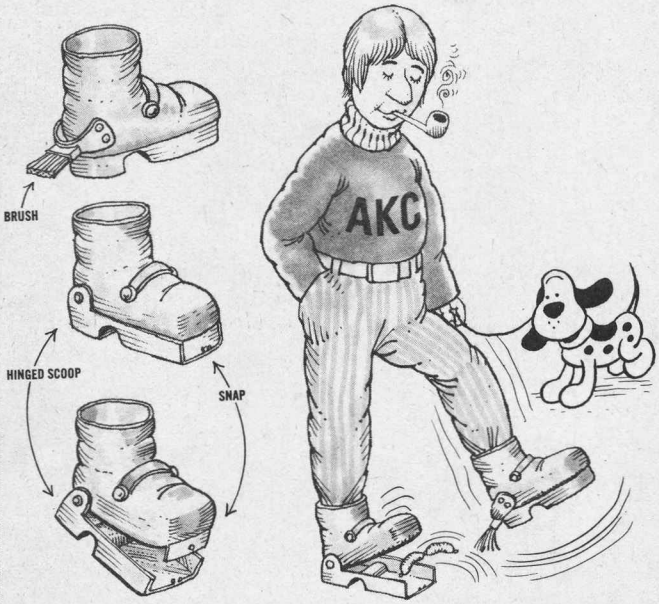


SNAP-ON TAIL BAG



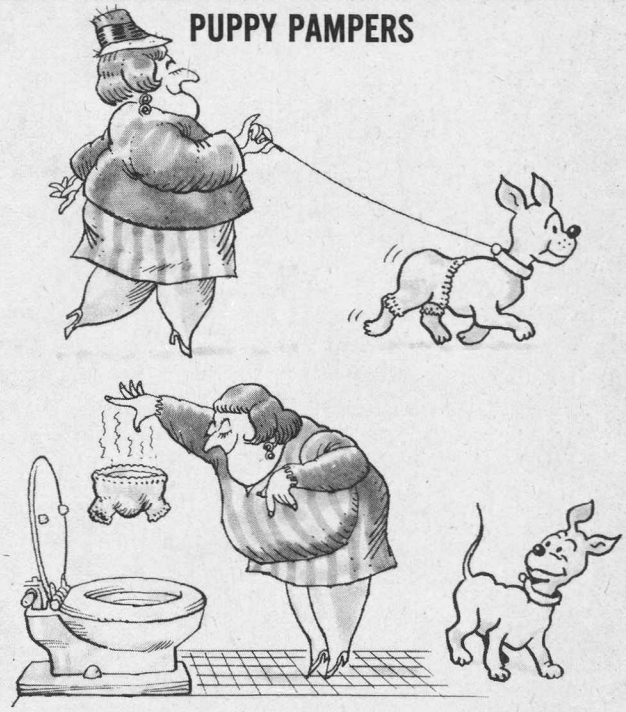
All of the above "Self-Service Devices" serve the same function, are easy and convenient to use, and permit dogs to roam freely while protecting the enviroment. In each case, disposable plastic liner is removed and discarded.

BRUSH-AND-SCOOP BOOTS



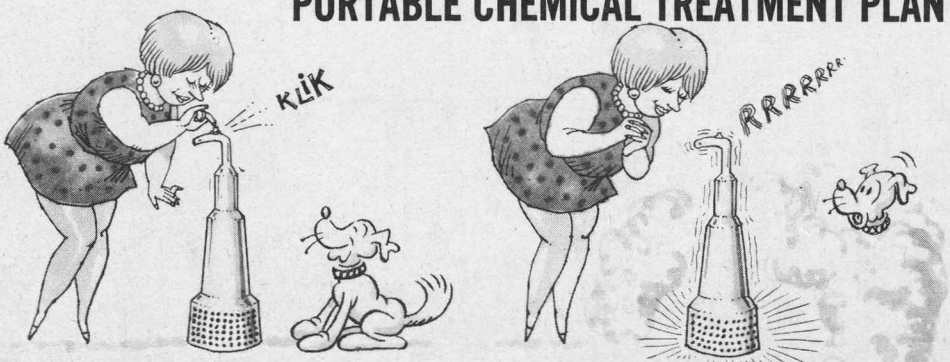
One boot has brush in back, other boot has hinged scoop with snap. Deft lift of hinged boot opens scoop, while brush neatly tosses "sausages" into scoop, which clicks safely shut by stamping down hard . . . but not too hard!

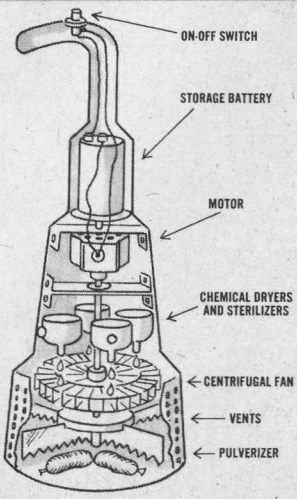
PUPPY PAMPERS



This diaper-like item is similar to the popular ones used by modern Mothers on their infants...and are just as easy to put on, remove and dispose of after puppy has used it.

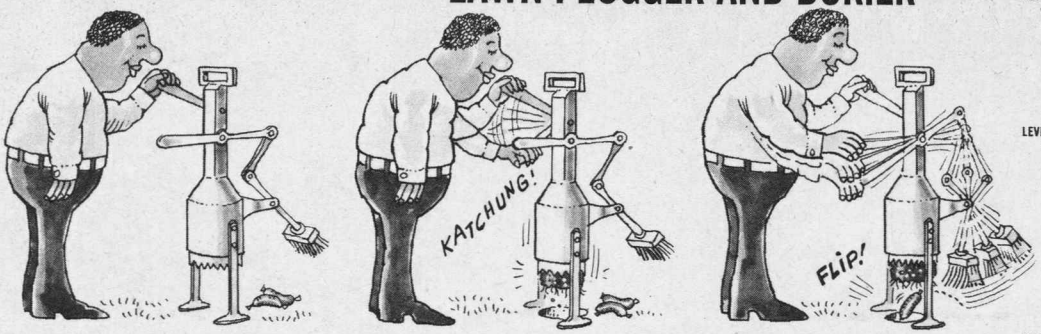
PORTABLE CHEMICAL TREATMENT PLANT

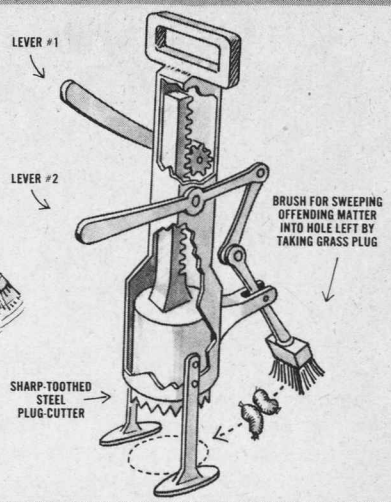




This completely self-contained Chemical Treatment Plant converts the offending matter into harmless inoffensive chemical components, then hurls it into the air as dust, where it falls to earth as fertilizer.

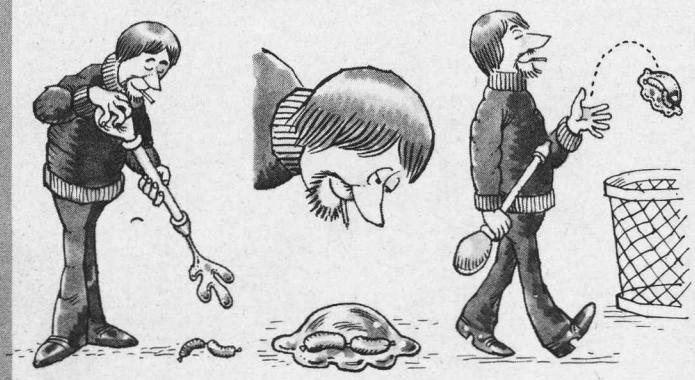
LAWN PLUGGER AND BURIER



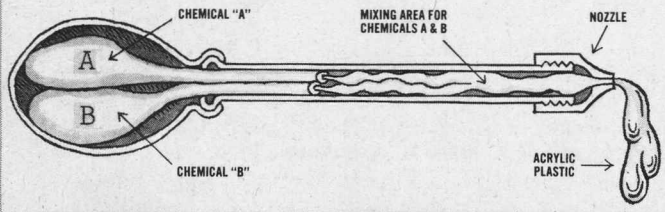


This ingenious device is perfect for dog-owners and/or victims with lawns. Placed next to offending matter and lowering Lever #1 causes toothed-cylinder to cut and take plug from lawn. Next, pushing Lever #2 causes brush to sweep offending matter into plug hole. And finally, raising Lever #1 sharply replaces grass plug neatly and cleanly back into lawn.

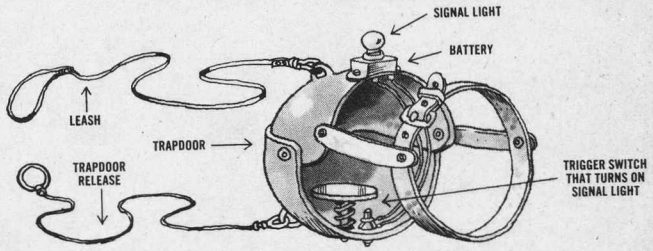
ACRYLIC PLASTIC SQUIRT GUN



When bulb is squeezed, two chemicals are forced to mix and squirt from nozzle, covering offending matter. In minutes, mixture sets, freezing sausages (snicker) inside the hard acrylic plastic blob, which can now be picked up easily and disposed of, or kept and given away as novel paperweight.

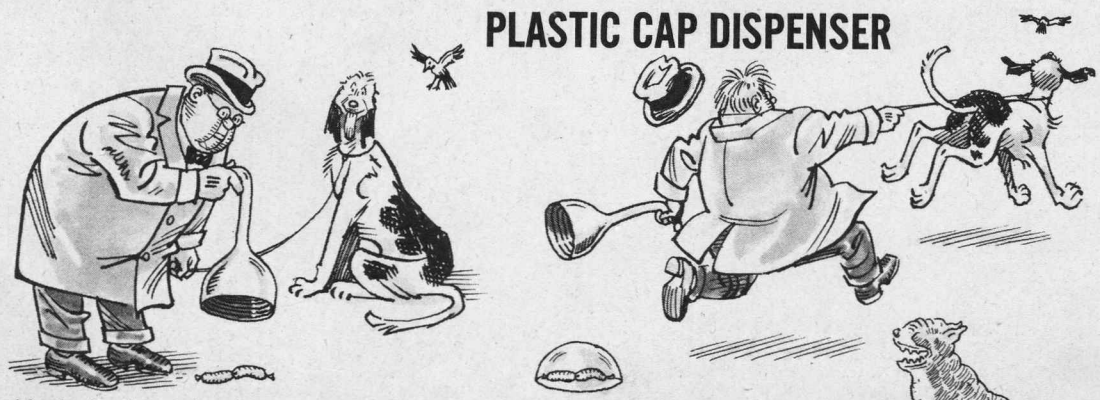


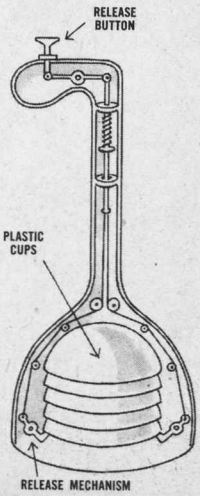
TRAPDOOR STORAGE CONTAINER



This practical item can be worn indoors as well as outdoors. Switch inside container is activated by slightest pressure, causing signal light to go on. It is then a simple matter to drag the dog's rear end over to an acceptable dumping place, pull the trapdoor release and dispose of the offensive stuff.

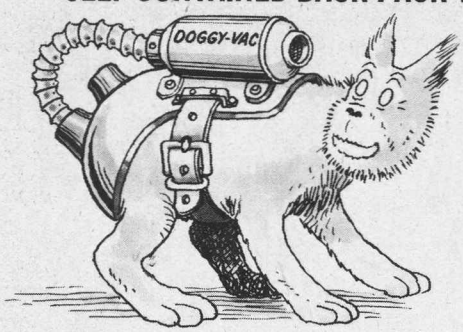
PLASTIC CAP DISPENSER





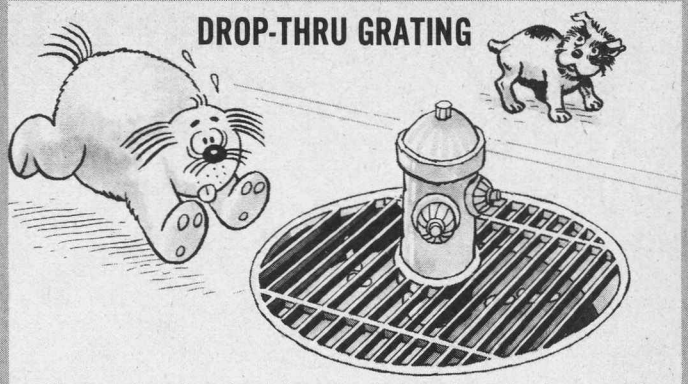
This device is as simple to use as A-B-C. When spotting offending matter, merely place dispenser end over it, (B) press release button in handle, and (C) remove device. A hard plastic cup is left to protect the unwary stroller.

SELF-CONTAINED BACK-PACK-VAC



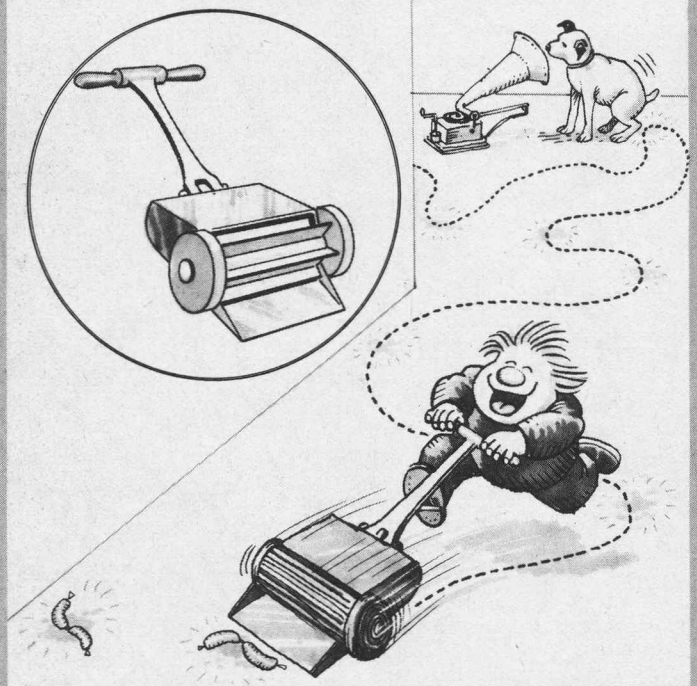
This battery-driven vacuum not only takes care of offending matter, but neatly wraps it in removable disposable vac-bags. It is particularly useful for letting dog out by himself, and not having to worry about neighbors' lawns, sidewalks, etc.

DROP-THRU GRATING



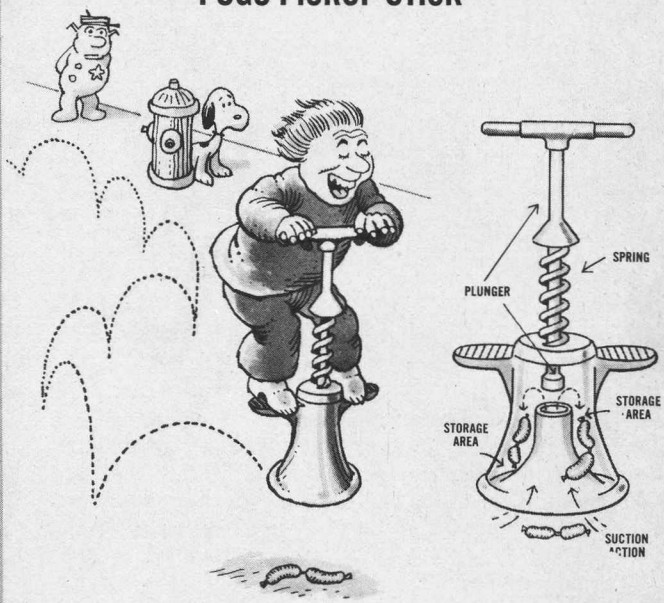
Grates placed around favorite doggie depositories permit offending matter to drop down into chemical pools where it is deodorized and dissolved. In heavy dog population areas, entire sidewalks could be constructed like this.

PUSH TOY SCOOP



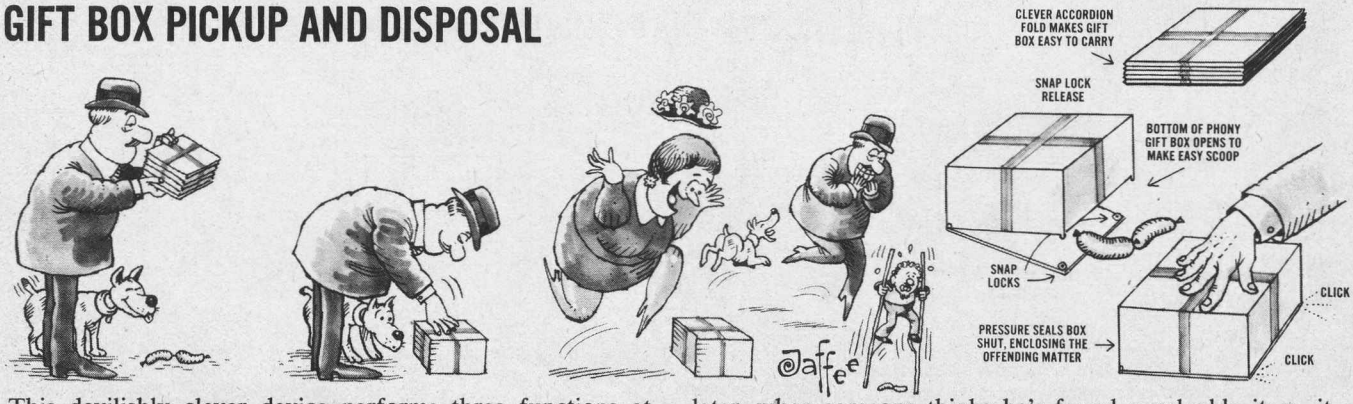
Makes public sanitation a "fun thing" for youngsters while removing an ugly problem from the streets at the same time.

POGO PICKUP STICK



Here's another combination device affording both utility and pleasure. By hopping around those City streets which suffer a heavy dog infestation, user enjoys healthy fun while performing a much-needed clean-up. Suction pump in Pogo Stick picks up and stores stuff for later disposal.

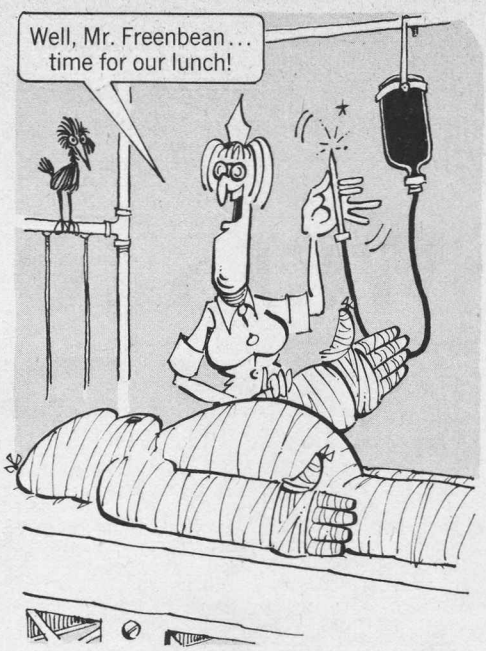
GIFT BOX PICKUP AND DISPOSAL

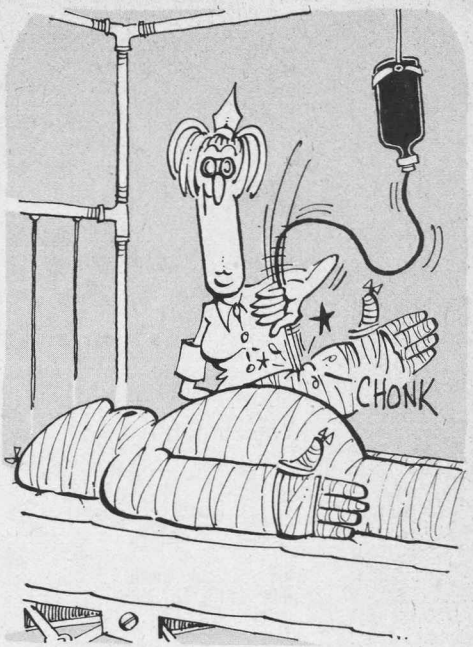


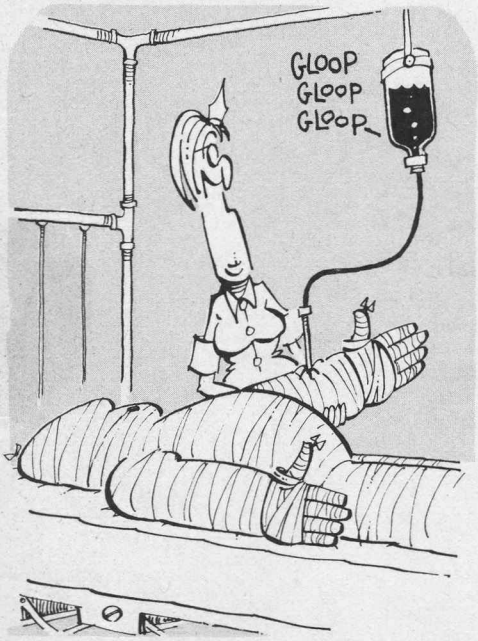
This devilishly clever device performs three functions at one time. By quickly gift-wrapping offensive material, it makes streets look better immediately. Then, sooner or later, when someone thinks he's found a valuable item, it gets stuff off the streets entirely. And last, it teaches finder a moral lesson, mainly: *you get nothing for nothing!*

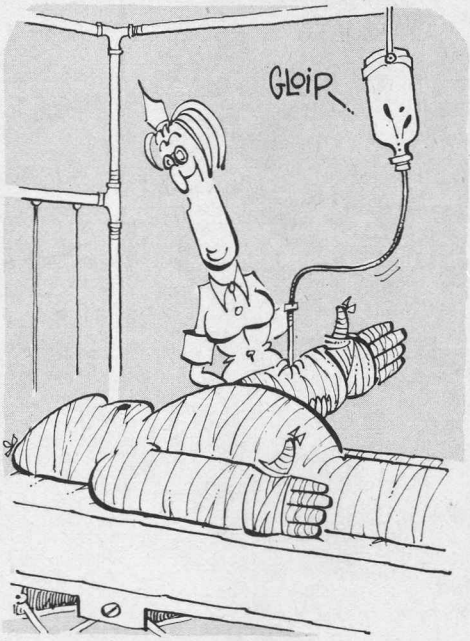
DON MARTIN DEPT. PART I

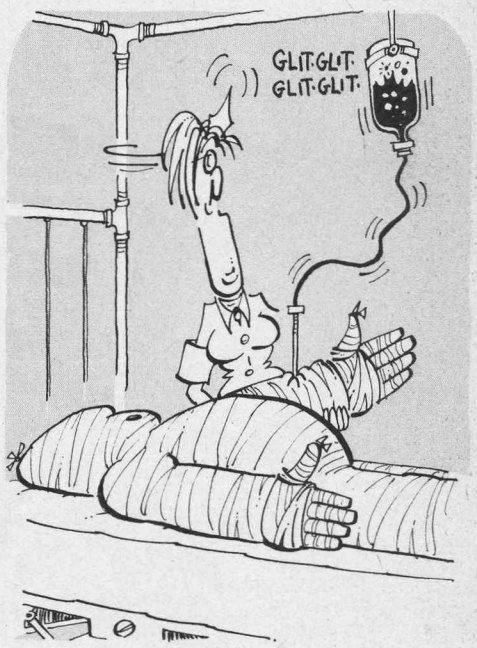
IN THE HOSPITAL

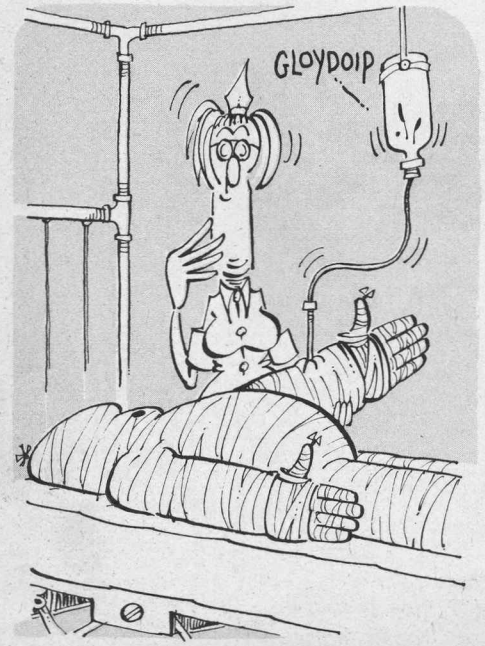


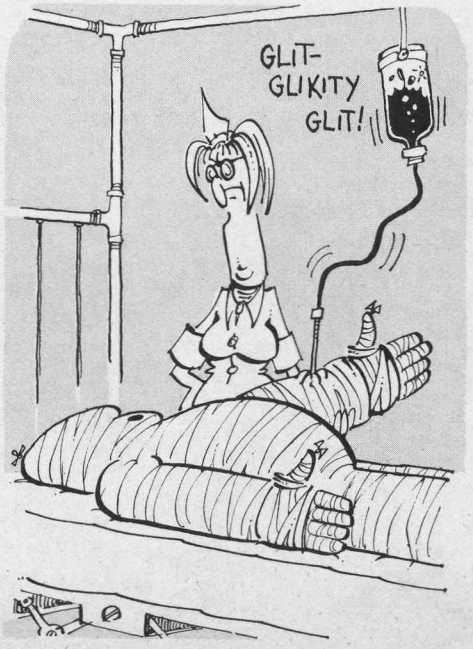


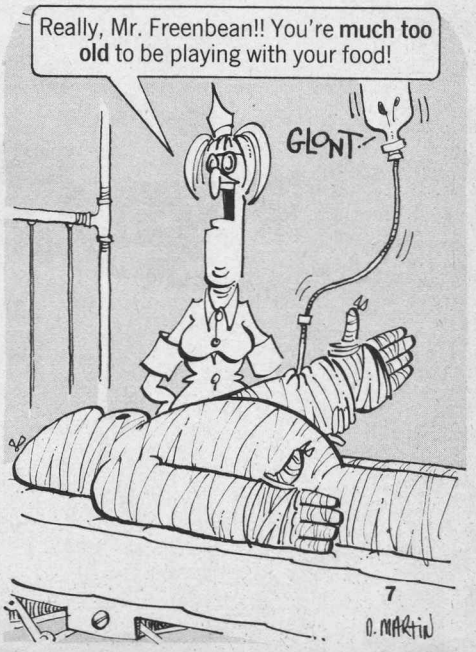












D. MARTIN

HEAVEN SENT DEPT.

Recently, someone published a book called "Children's Letters To God." It was so popular, another book was published called "More Children's Letters To God." Now, that one is so popular, by the time you read this

Answers To Children'

WRITERS: DICK DeBARTOLO & DONALD K. EPSTEIN

Dear Bruce,
I am sorry it rained last Sunday when you were supposed to have your Boy Scout Hike, but I cannot send you a copy of my "Guaranteed Long-Range Forecast" to avoid disappointments like that in the future.
Faithfully yours,
God

Dear Lisa,
Your forthcoming trip to California sounds very exciting. I would love to see you, too, but TWA does not stop here on the way to Los Angeles.
Fondly,
God

Dear Tommy,
The reason you cannot find me in the telephone book is that my number is unlisted.
Best wishes,
God

Dear Mary,
My notes about your behavior are written in the Big Book in indelible ink. But thank you anyway for the nice eraser.
Love,
God

Dear Beth,
I am sorry, but it is not up to me to make bacon "kosher."
Sincerely,
God

Dear Laurie,
Yes, I am watching you all the time. But that is no excuse for not taking a bath.
Love,
God

Dear Jerry,
I do spend a lot of time in Brooklyn, but that was not Me you saw on the IND subway last Saturday afternoon.
Love,
God

Dear Sharon,
I was very pleased to learn that you think of your good deeds as "deposits in the Bank of Life." However, I do not have the facilities for sending you a regular monthly statement.
Best regards,
God

article, they'll probably publish one called "Still More Children's Letters To God." Well, it seems to us that there's an awful lot of one-way letter-writing going on, so MAD remedies the situation with

s Letters–From GOD

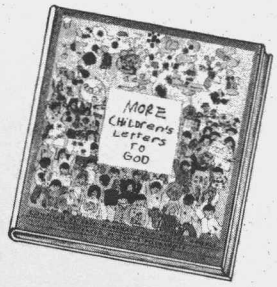


PHOTO BY D.P.I.

Dear Linda,
I am glad you received a new camera for your birthday, but it would be against the rules to let you come up here and take pictures.
Love,
God

Dear Jonathan,
Thanks for your inquiry, but I really do not have a favorite. I like all the Commandments.
Love,
God

Dear Leslie,
Thank you for your concern, but I do not find it a "drag" working Sundays and religious holidays.
Sincerely,
God

Dear Susie,
I know you have doubts about my existence, but in the future please do not address your letters to:
Occupant,
Heaven,
U.S.A.
Thank you.
Sincerely,
God

Dear Robin,
Even though your daddy says they are "God-awful," I am not responsible for the shows you watch on television.
Sincerely,
God

Dear Tracy,
You may tell your mommy I said it is not a "sin" to leave the peas in your TV dinner.
Love,
God

Dear Edward,
You sound like a very enterprising young man, but I really do not feel that there is a market for holy water in "No-deposit, No-return Bottles."
Sincerely,
God

Dear Randy and Ricky,
It does not matter which one of you sleeps where. I'm just as close to the one in the bottom bunk.
Love,
God

Dear Harvey,
Yes, I can hear you singing in the church choir every Sunday.
Do not call Us --
We will call you.
Sincerely,
God

NOTE: A number of years ago, we ran a few articles entitled "MAD's Cliché Killers." Perhaps most of you were too young (or too smart) to read them, so we'll go over the premise again. But pay attention, it may be the last time!

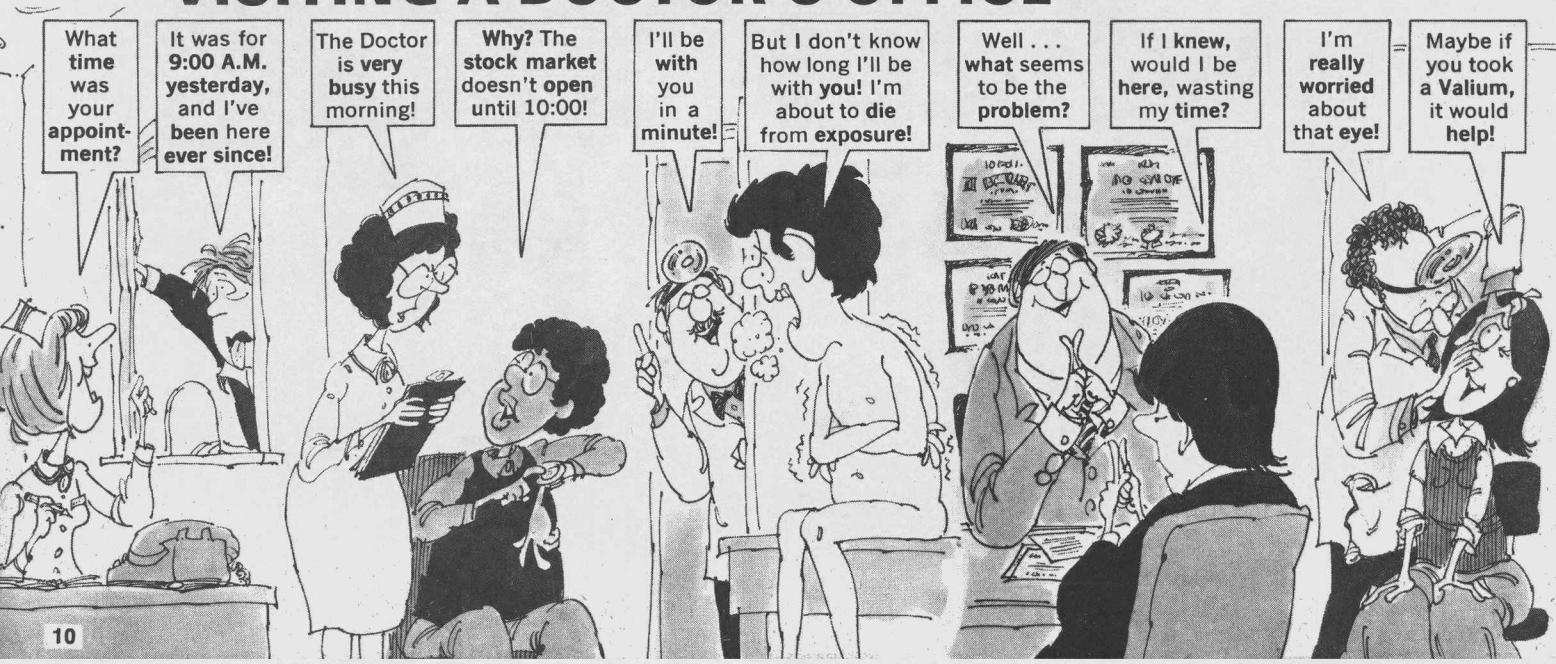
PREMISE OF ARTICLE: Ahem! Have you noticed that most people talk in clichés? The worst part of a cliché is

MAD'S CLIC

ARTIST: PAUL COKER, JR.

COMING HOME LATE

VISITING A DOCTOR'S OFFICE



that it's not really conversation, since a cliché doesn't require an answer. What are you supposed to say when those morons ask, "Hot enough for you?" Are they really looking for a response? Of course not! But now you can surprise them! Because here is some ammunition to fire right back at those insufferable cliché poppers. We call them . . .

HÉ KILLERS

WRITER: STAN HART

WORKING ON A JOB

SHOPPING IN A DEPARTMENT STORE

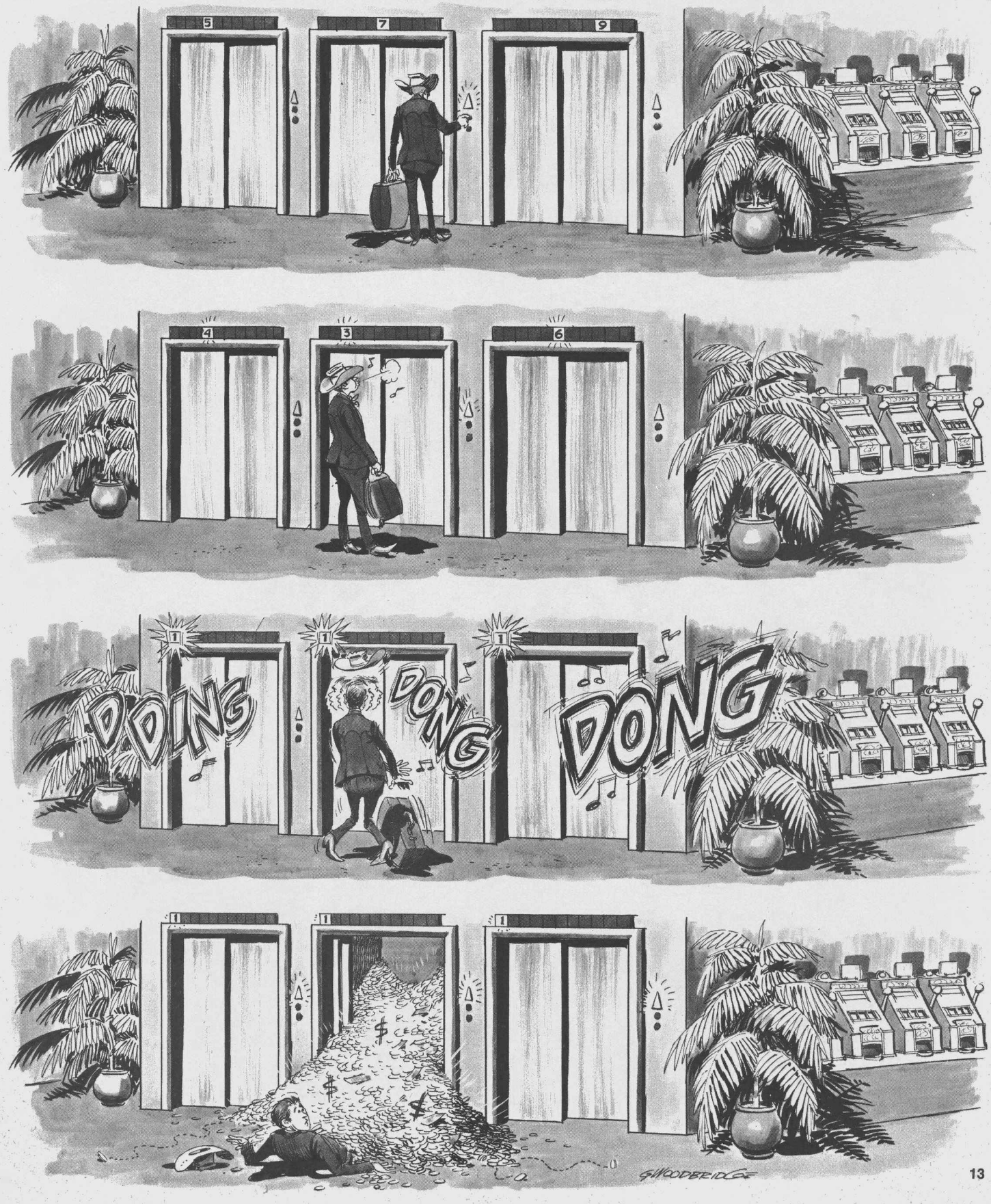
PLAYING IN LITTLE LEAGUE

GETTING ARRESTED

WATCH THE DOORS PLEASE DEPT.

IN A LAS VEGAS HOTEL LOBBY

ARTIST: GEORGE WOODBRIDGE

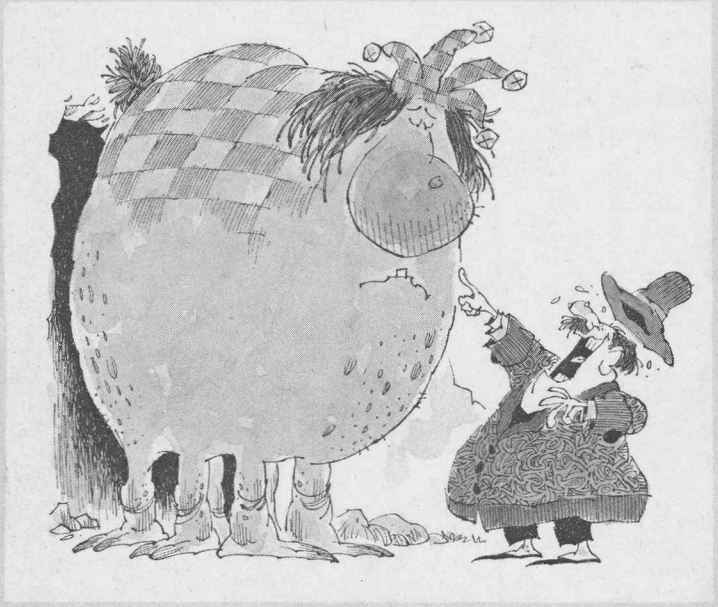


SPOOKING FROM PICTURES DEPT.

Hey, gang! It's time once again for MAD'S new game. Here's how it works: Take any familiar phrase or colloquial expression, give it an eerie setting so you come up with a new-type monster, and you're playing it. Mainly, you're

HORRIFYING CLICHÉS

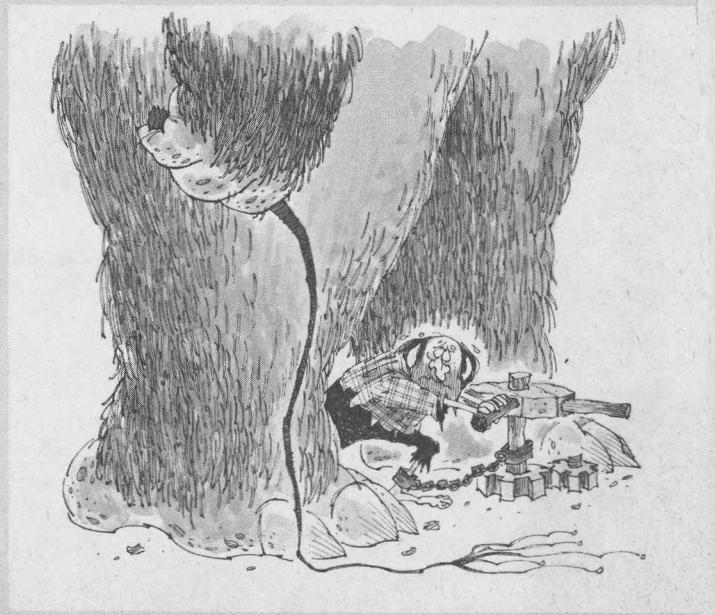
ARTIST: PAUL COKER, JR. WRITERS: PHIL HAHN & JACK HANRAHAN



Laughing At A GROSS EXAGGERATION

Shrinking From A LOATHESOME TASK

Hatching A SCHEME



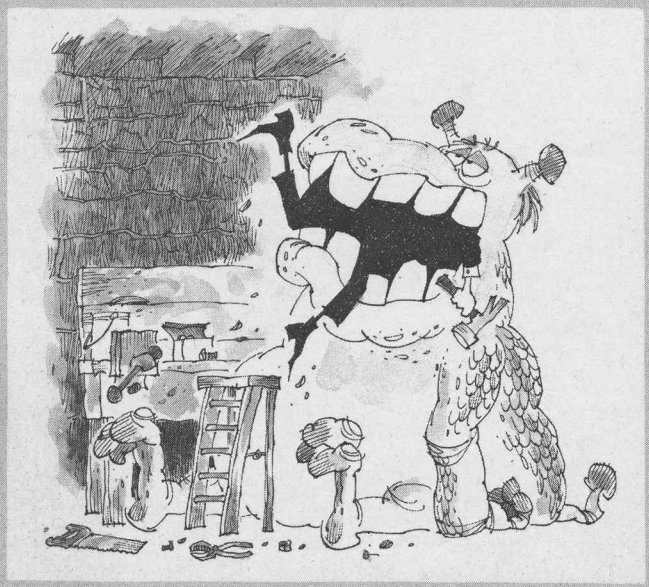
Laboring Under An ILLUSION

Recalling An OLD INCIDENT

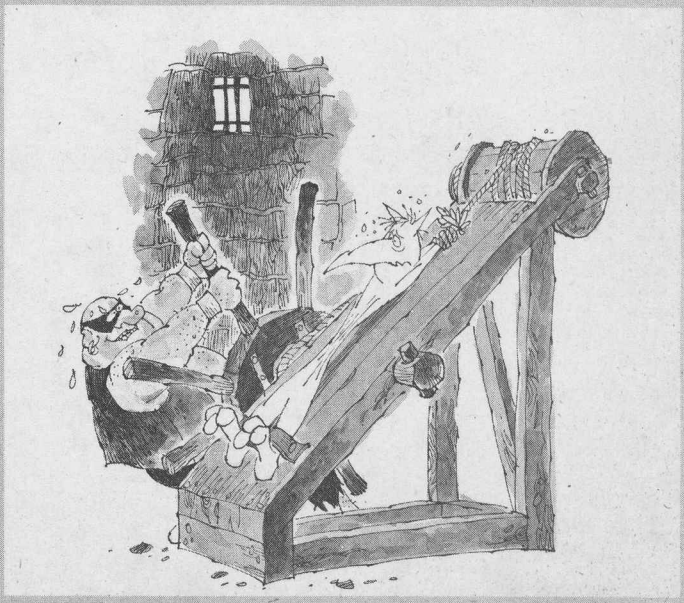
Preserving A FAMILY TRADITION

Troubled By A NAGGING DOUBT

Lodging A COMPLAINT



Losing One's Self In One's WORK



Stretching A POINT

ONE TO A CUSTOMER DEPT.

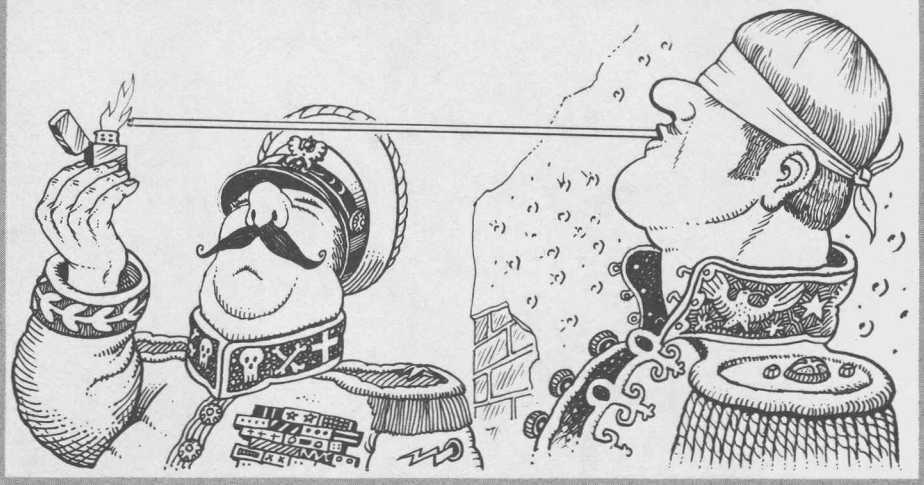
HERE IS THE ULTIMATE IN PLANNED O

MAD ONE-TIME-

ARTIST: AL JAFFEE

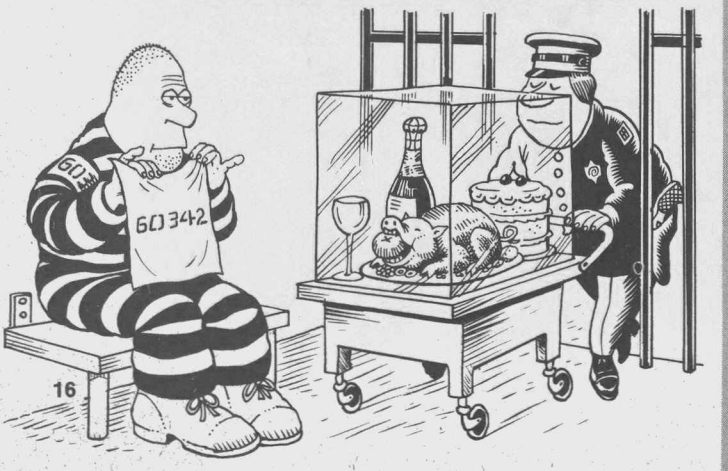
SKYDIVERS LAST RITES/KADISH EMERGENCY CASSETTE PLAYER

995.7 MM LOW-TAR MENTHOLATED CONDEMNED DICTATOR FILTER CIGARETTE

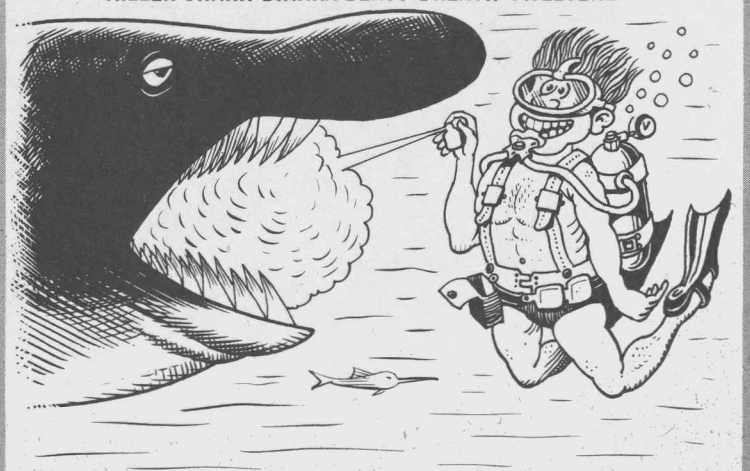


PRE-IMPACT PULSAR WRIST-WATCH-TYPE SPEEDOMETER/TACHOMETER RECORDER

SWANSONG'S GOURMET LAST MEAL FROZEN TV DINNER



KILLER-SHARK BINAKA-BLAST BREATH SWEETENER

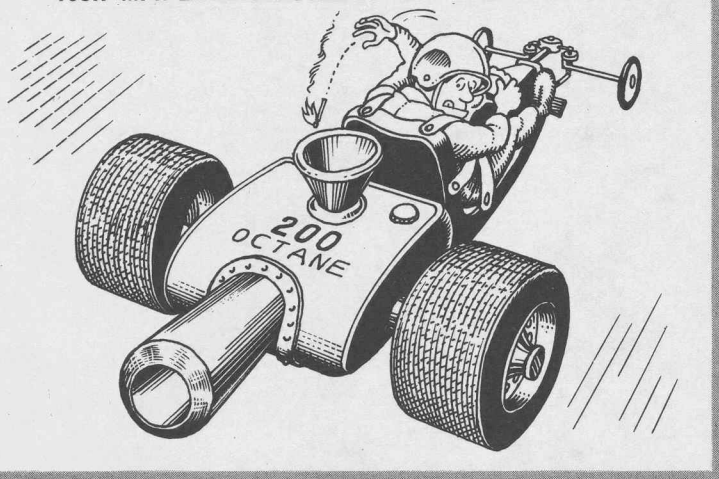


BSOLESCENCE...AN ASSORTMENT OF...

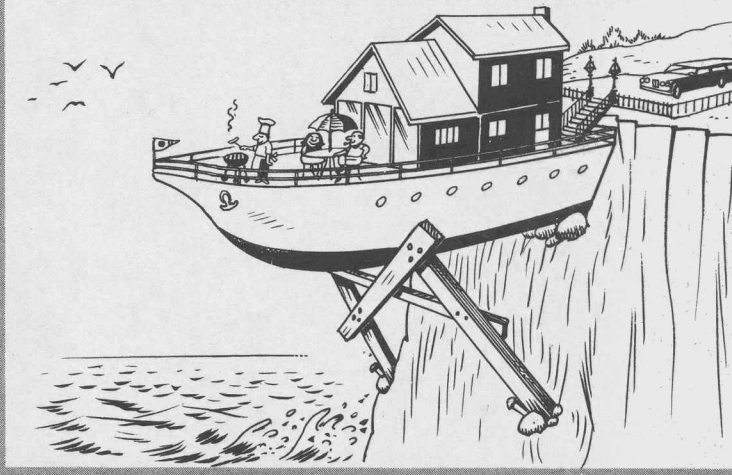
USE PRODUCTS

WRITER: PAUL PETER PORGES

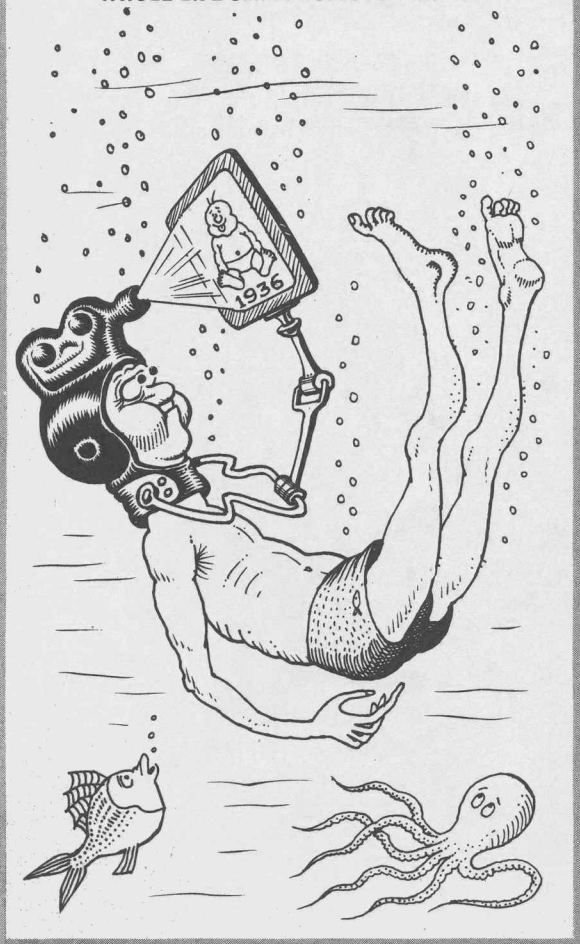
495.7 MPH EXTERNAL-COMBUSTION-DRIVE DRAG RACER



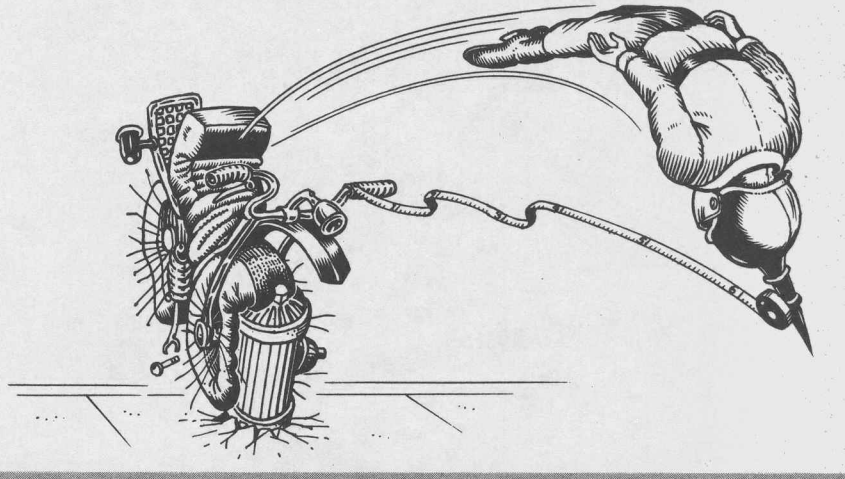
SAN ANDREAS FAULT SPLIT-LEVEL CLIFF-HOUSEBOAT



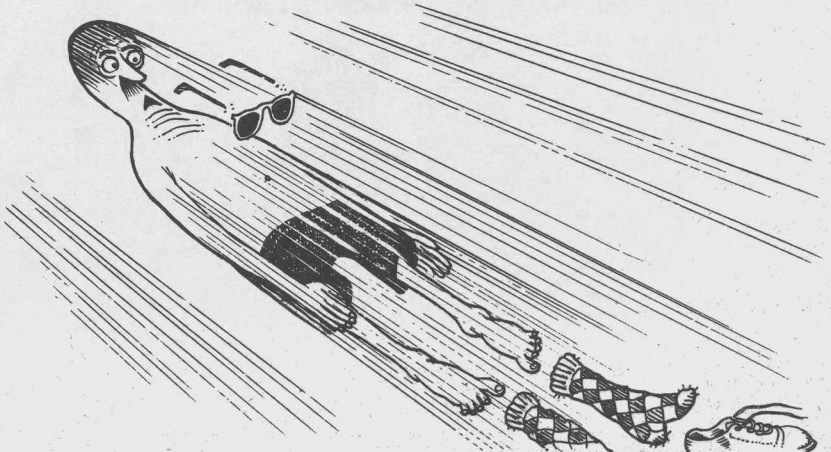
ABSENT-MINDED DROWNING VICTIMS
WHOLE LIFE 8MM PROJECTOR-VIEWER



COMBINATION MOTORCYCLE CRASH HELMET AND CATAPULT DISTANCE MARKER



DESIGNER-STYLED SHATTER-PROOF ATOMIC BLAST VIEWING GLASSES

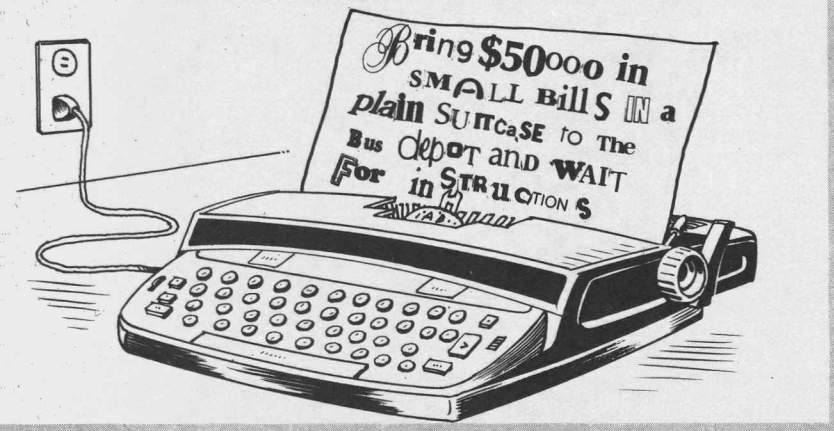


LOVERS-LEAP UNISEX COMBINATION JUMPSUIT

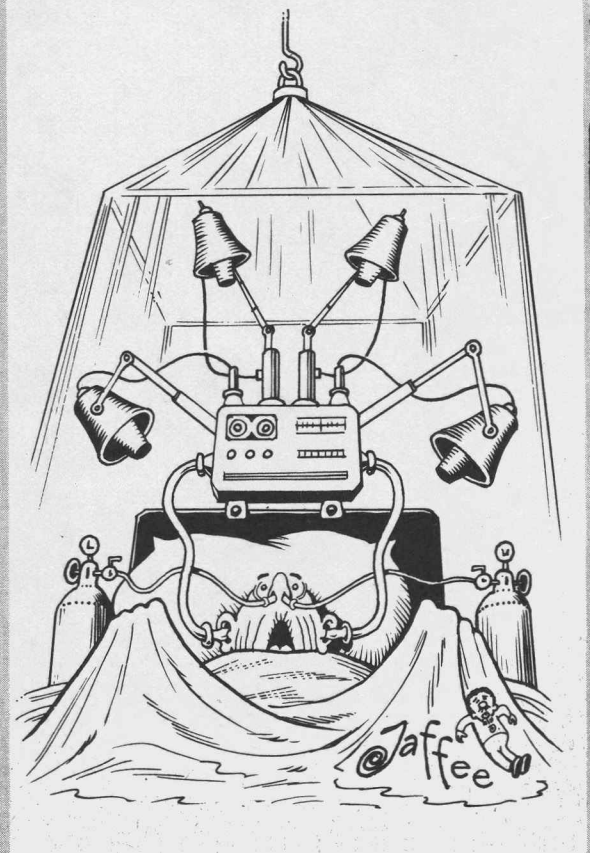
COMBINATION LAST WILL AND TESTAMENT AIR-SICKNESS BAG

END-OF-THE-WORLD DOOMSDAY DIGITAL-TYPE CLOCK-RADIO

MULTI-FACED NOISELESS ELECTRIC RANSOM NOTE TYPEWRITER

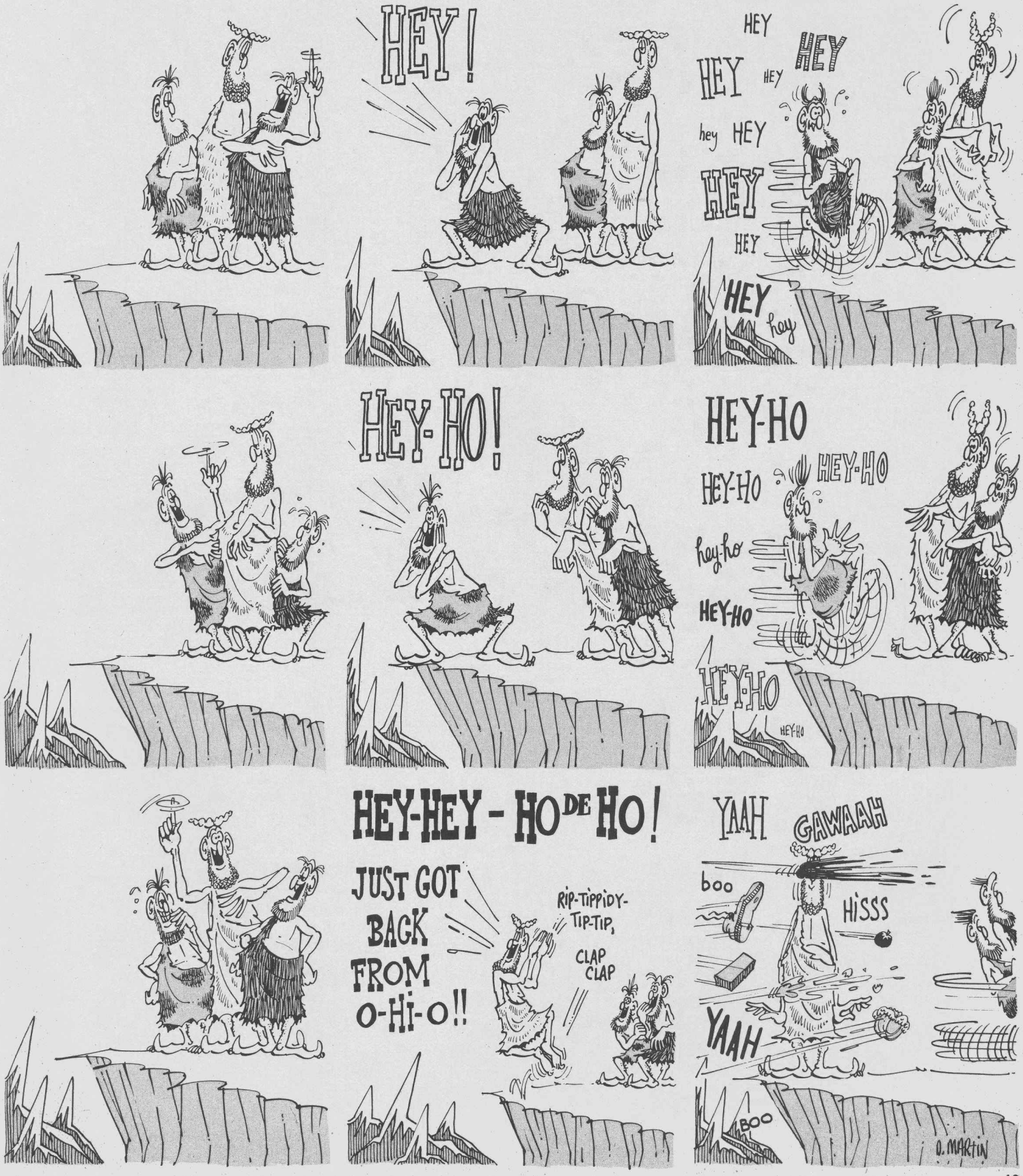


INTENSIVE CARE HI-FI 8-TRACK OXYGEN TENT STEREO UNIT WITH OPTIONAL INTRAVENOUS HEADPHONES



VULTURE-SCAVENGER PEST-CONTROL AEROSOL SPRAY

THE FIRST ECHO



MAD TAKES PLEASURE IN PRESENTING THIS DEPT.

Whenever there is an important happening, like a birth or a wedding or a supermarket opening, people send out engraved announcements. But what

ANNOUNCEMENTS

WRITER:

MR. ARTHUR GRIBBISH
AND
MR. IRVING SHAPIRO
OF
MENDEL, SHAPIRO AND GRIBBISH
WHOLESALE CLOTHIERS
ARE FINALLY, AT LAST, ABLE TO ANNOUNCE
THAT THEY SQUEEZED OUT
THEIR FORMER PARTNER
MR. MILTON MENDEL
ON FRIDAY, THE NINTH OF NOVEMBER,
NINETEEN HUNDRED AND SIXTY-SIX

PG

The Purple Gougers
Are Pleased To Announce
The Opening
Of A Gang War
With The Panthers
At Eight O'Clock On The Evening
Of Saturday, The Sixteenth Of July
On Their Home Turf
Columbus Avenue At Eighty-Fourth Street
New York City

Informal Attire

Mr. And Mrs. Malcolm Meerschaum III
Are Distressed To Announce
The Involvement Of Their Only Daughter
Marcia
In A Casual Affair With
Mr. Pierre LeDreque
On Tuesday, The Seventeenth Of May
Nineteen Hundred And Sixty-Six
Paris, France

Perry Fenwich
Is Pleased To Announce
That He Has Finally Made Out
With Miss Cynthia Haverstraw
On The Evening Of Saturday,
The Twentieth Of August,
Nineteen Hundred And Sixty=Six
Starview Drive=In Theater

about unimportant happenings? Why ignore them? MAD feels that it would be a great idea to let everyone know what's going on by sending out . . .

FOR EVERYTHING

FRANK JACOBS

Charles Staghorn
Is Pleased To Announce
The Grand Opening
Of His Pancreas
By Harlow Muggeridge, M.D.
On Friday, The Eighteenth Of February
Nineteen Hundred And Sixty-Six
All Souls Hospital

Myrna Yulvey
Wishes To Announce Her
Coming Out Of Seclusion
Following The Cessation
Of Ugly Swellings and Discolorations
Resulting From Her Recent
Nose Job
Performed On
Wednesday, The First Of October,
Nineteen Hundred And Sixty-Six

Max Waxworthy
Founder And President
Of The Waxworthy Manufacturing Company
Is Reluctant To Announce
The Hiring Of His Wife's Brother
Seymour
As An Executive Assistant
On Tuesday, The Twentieth Of September
Nineteen Hundred And Sixty-Six

BYRON BLEMISH
HAVING LOST HIS LIFE SAVINGS
IN BAD INVESTMENTS
ON THE NEW YORK STOCK EXCHANGE
WISHES TO ANNOUNCE
HIS SUICIDE
ON MONDAY, THE SIXTH OF DECEMBER,
NINETEEN HUNDRED AND SIXTY-SIX
EMPIRE STATE BUILDING OBSERVATORY
NEW YORK

Mr. and Mrs. Sidney Shamus
Have The Great Honor of Announcing
The Birth Of Their Son,
Dr. Stanley Shamus
On Thursday, The Eighteenth of April,
Nineteen Hundred And Sixty=Six
Memorial Hospital

Mrs. Walter Weinstock
Has The Bad Taste To Announce
The Acquisition Of A
Three Thousand-Dollar Mink Coat
For Only
Eight Hundred And Sixty-Five Dollars
And Seventy-Eight Cents
From Bernie Glassman, Wholesale Furrier,
On Tuesday, The Sixth Of September,
Nineteen Hundred And Sixty-Six

WARDEN MILO MURDOCK
OF THE EAST TEXAS PENITENTIARY
HAS THE HONOR OF ANNOUNCING
THE PROMOTION OF
MR. LESTER (SHIV) McCHESNEY
FROM
STOOLIE
TO
TRUSTY
ON THURSDAY, THE SEVENTH OF JULY
NINETEEN HUNDRED AND SIXTY-SIX

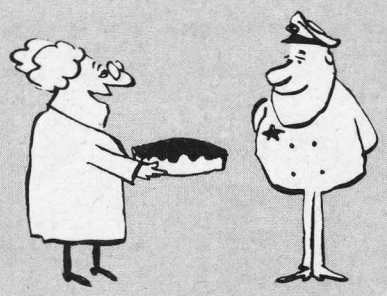
Garbage Truck Number Four
Of The City Sanitation Department
Is Pleased To Announce
That It Has Retained The Services
Of Mr. Philip Grogan
As Associate Dumper

Spencer Culpepper
Having Retired Suddenly
As Treasurer
Of The First National Bank
Is Pleased To Announce
His New Address:
Club Whoopee
Rio de Janeiro, Brazil

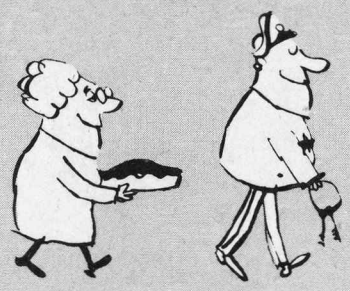
Mr. Frank Jacobs
Takes Gleeful Pleasure In Announcing
That He Has Put It Over
On The Editors Of MAD
Once Again
By Selling Them Another
Insipid Article
Based Upon A Flimsy Premise

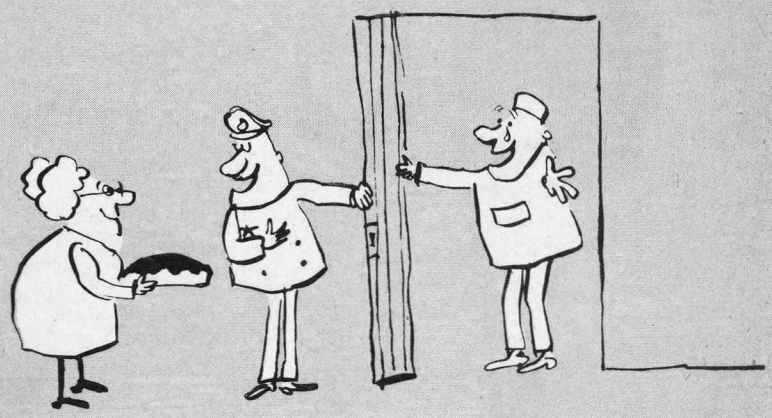
MOTHER LOAD DEPT.

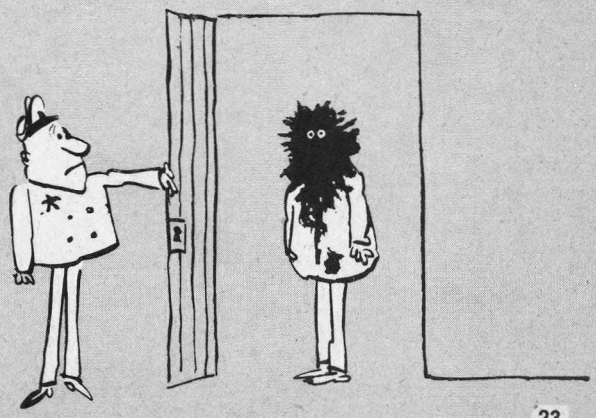
VISITING DAY



ARTIST & WRITER: SERGIO ARAGONES





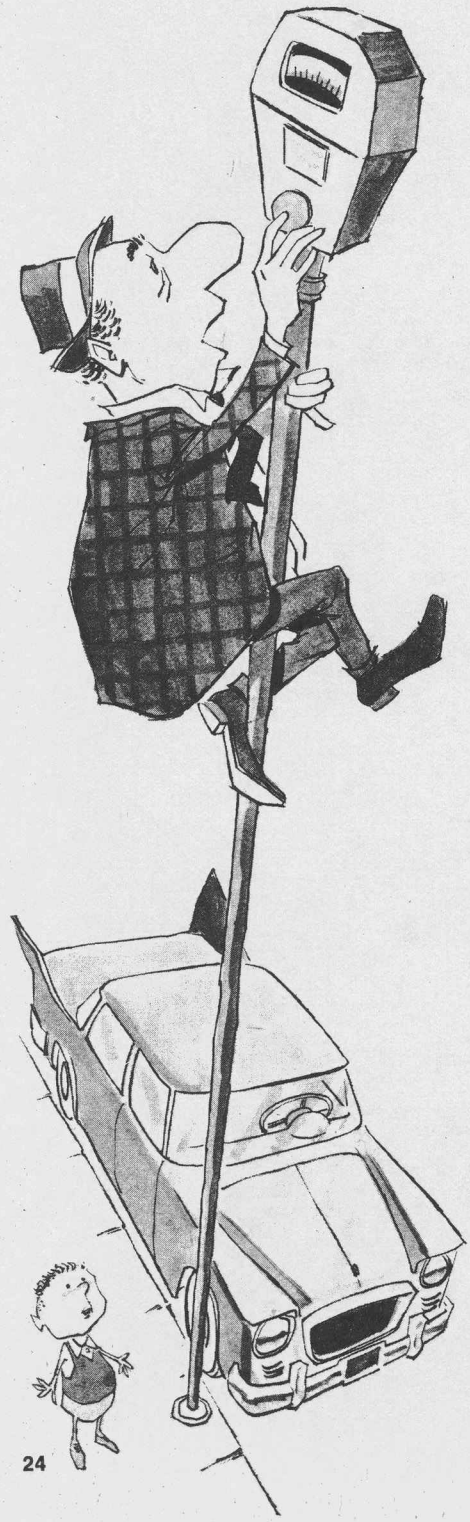


RALLY 'ROUND THE FLAB, BOYS! DEPT.

There's been a lot of talk lately about how Americans are getting soft. Escalators, power steering, and push-button appliances are making life too easy for us. A recent network television documentary called "The Flabby American," called for a national physical fitness program to get

MAD'S PHYSICAL

Parking Meters on Tall Poles



High Straps on Busses and Trains

Raised Ticket Office Windows

Manually-Operated Doorbells

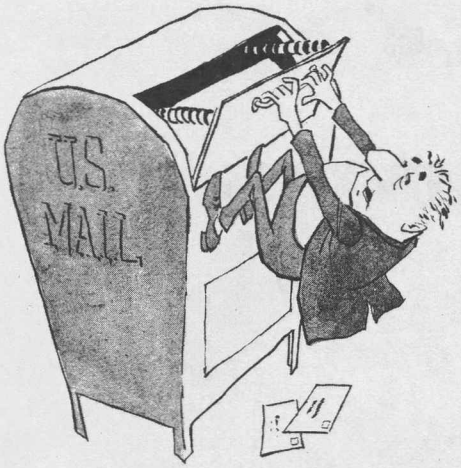
"Push" Signs on "Pull" Doors
(and vice versa)

people interested in exercising. Which is all very well, except that we at MAD know how it is with exercising. After all, how many push-ups can you do before the novelty wears off? What we need is to change America's living habits, and make people exercise unconsciously—by adopting . . .

WRITER: DEAN NORMAN
ARTIST: JACK RICKARD

FITNESS PROGRAM

Strong Springs on Mail Box Lids



Front Doors Without Steps

High Safety Islands

Heavy Telephone Receivers

Teeny Tiny Numbers on Scales

Bigger and Better Issues of MAD

**THE ALAMO ". . . we'll try not to remember it!"

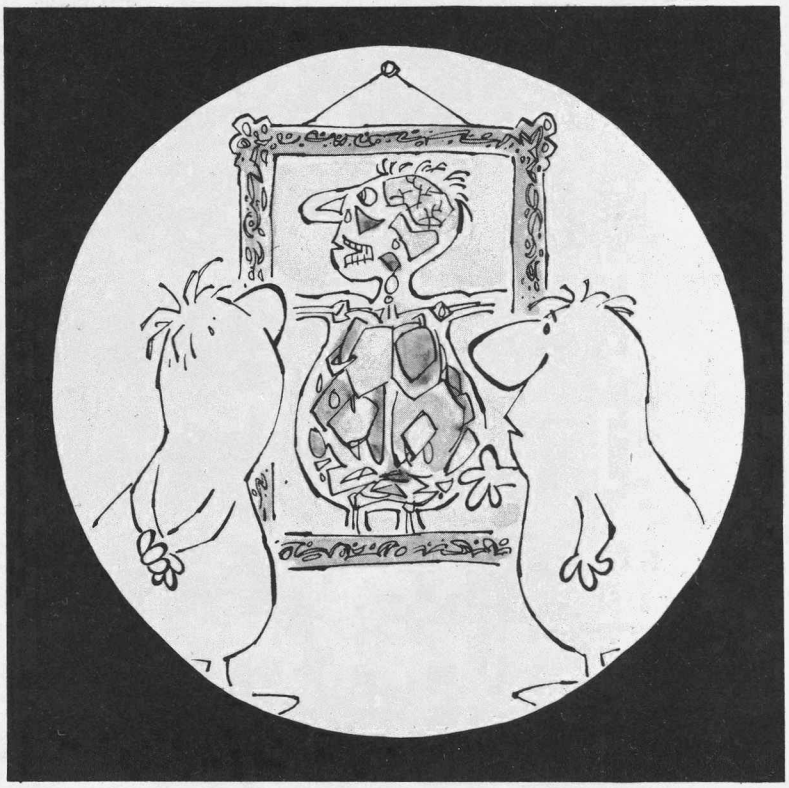
MICROFOLK DEPT.

Have you ever wondered what the creatures who populate the world invisible to the naked eye are thinking? F'rinstance, do microbes favor Universal Military Training? How do viruses feel about this season's Television Programming? Are protozoas preparing to recognize Red China? These, and other vital questions have gone unanswered far too long! Unfortunately, they'll remain unanswered by this article, which we call . . .

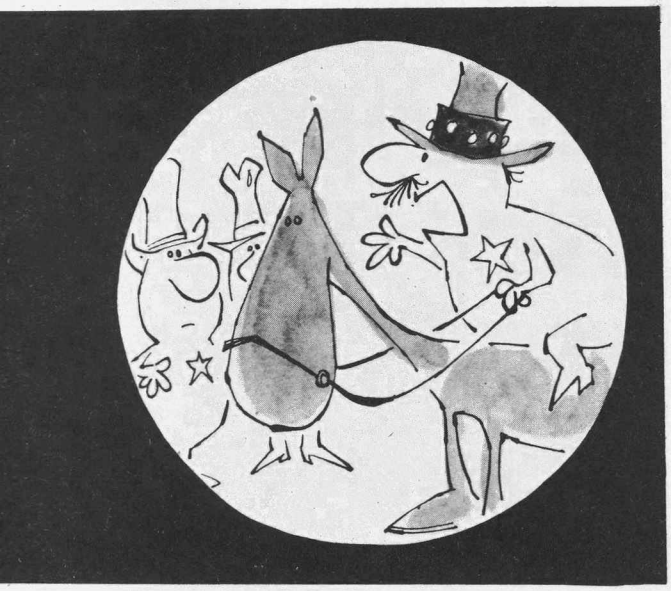
A MAD Peek Through The MICROSCOPE

WRITER: PHIL HAHN

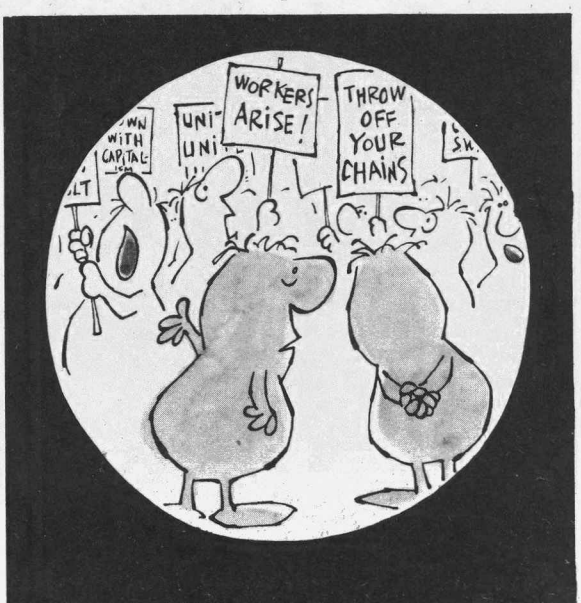
"Looks like Ralph picked up a virus again!"



"It's called: 'Artist's Conception of the World We Live In'!"



"Saddle up, boys! We'll head 'em off at the pancreas!"



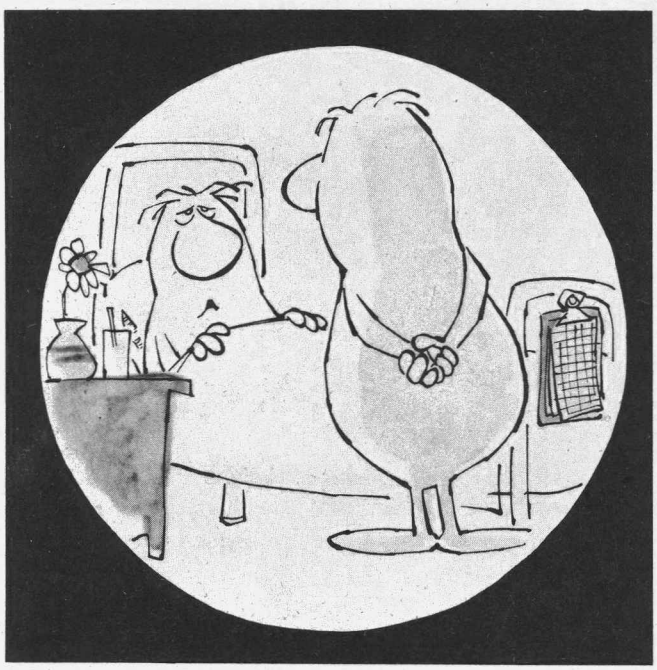
"It's those blasted Red Corpsucles again! Every May Day it's the same old thing!"

**A live doornail

"Do you ever get the feeling we're being watched?"

"First chance I get, I'm moving to the extremities. At least I'll be able to find a place to park!"

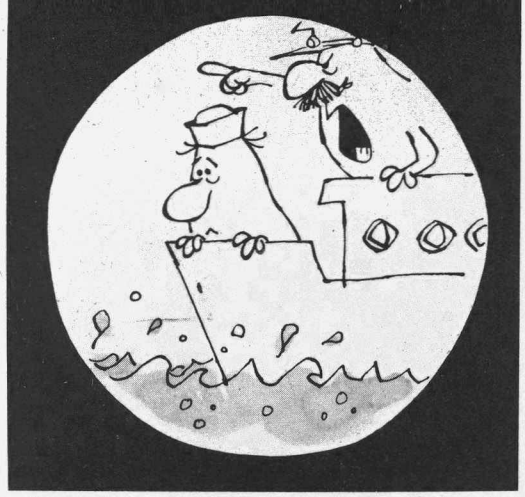
"It was a wonderful vacation—2 days at Cardiac Falls, 5 days on Gall Stone beach, and a leisurely sail down the Digestive Tract!"



"Do you suppose they'll ever find a cure for Penicillin?"

"It's not that I'm prejudiced against viruses . . . It's just that I don't want my sister to marry one!"

**An intellectual cluck

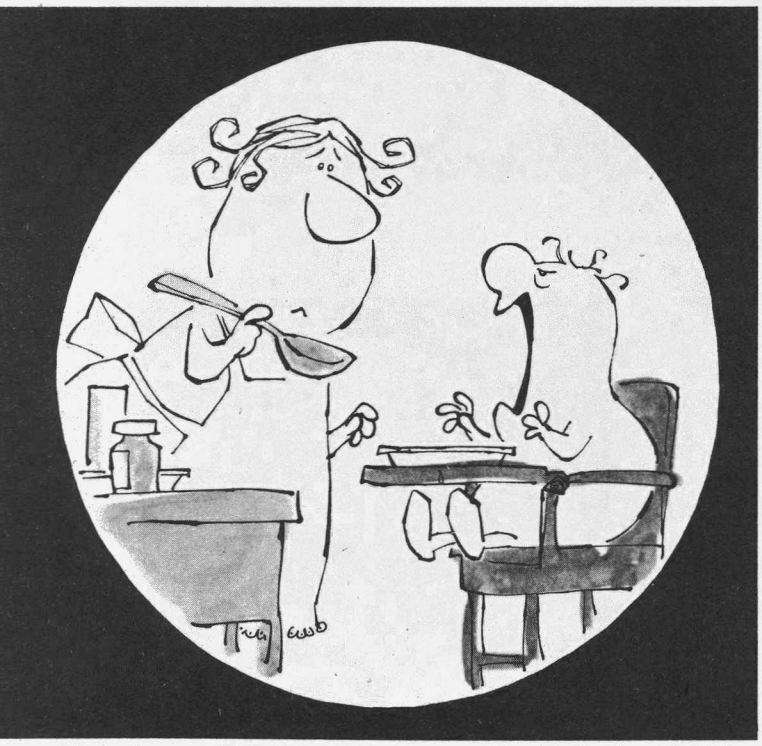


"Damn the Antibiotics! Full speed ahead!"

**A drunken judge

"Mother's busy right now, Willie. Run on out and infect something!"

"There's nothing like a nice cheery heartburn to warm up a cold winter's night!"



"I say it tastes like Streptomycin—and I say to hell with it!"

"There's old George . . still trying to isolate the cold germ!"

DIETRIPE DEPT.

GET RID OF EVERY DROP OF FOOD IN YOUR HOUSE AND TRY

MAD'S CHEAP REVOLUTIONARY WAY TO

EAT OUT AND LOSE WEIGHT!

ARTIST: AL JAFFEE WRITER: LARRY GORE

Go to little out of the way places where the Maitre d' has bad breath.

Eat at a restaurant where you can see the overweight sweaty Chef preparing the food!

Dine with someone who insists on talking with his mouth full!

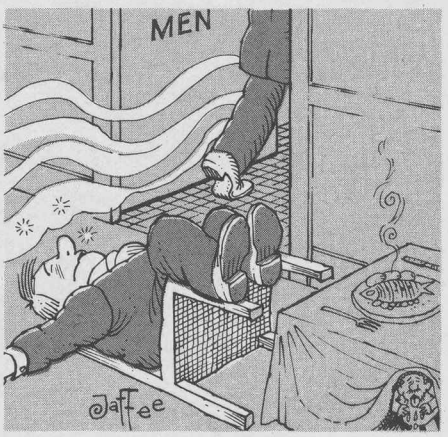
When you eat in a Chinese Restaurant, always enter it through the kitchen.

Grab the table opposite the new Mother spoon-feeding her baby!

Pick the counter seat where the Waitress just mopped with her greasy—ecch!—rag!

Try to select a table that's opposite a bearded old man eating lentil soup.

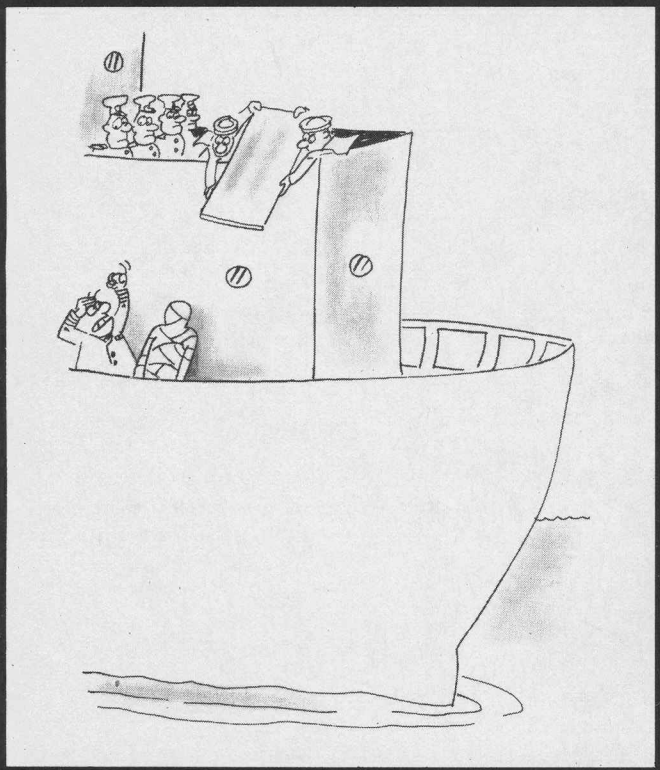
Eat at Hospital Cafeterias next to Doctors discussing their operations.

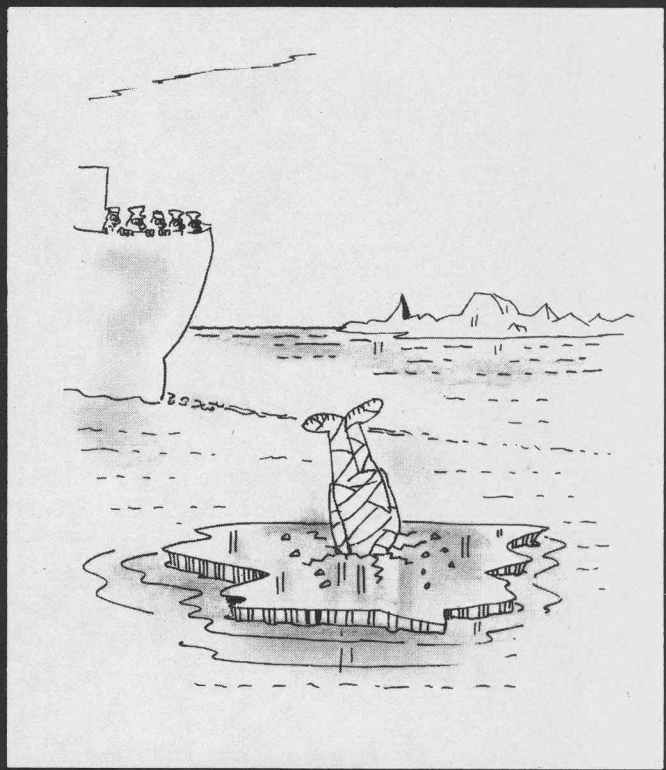


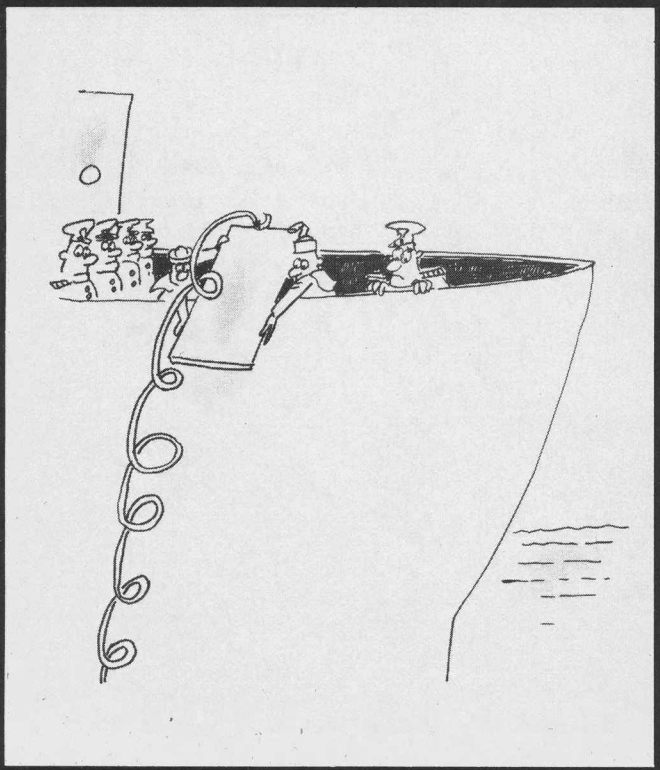
Pick a table right next to the Men's Room, where you can catch the aroma!

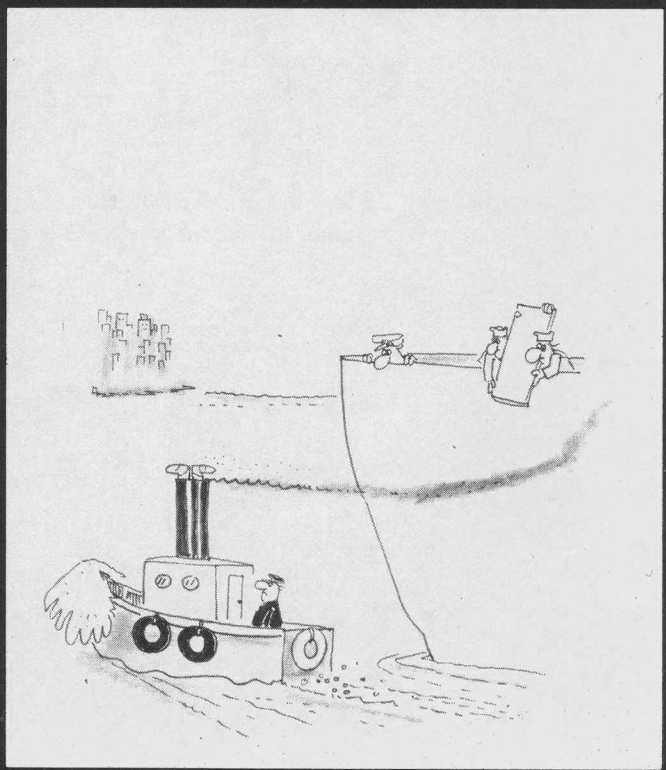
FLOAT SOME AND JETTISON SOME DEPT.

A MAD LOOK AT BURI



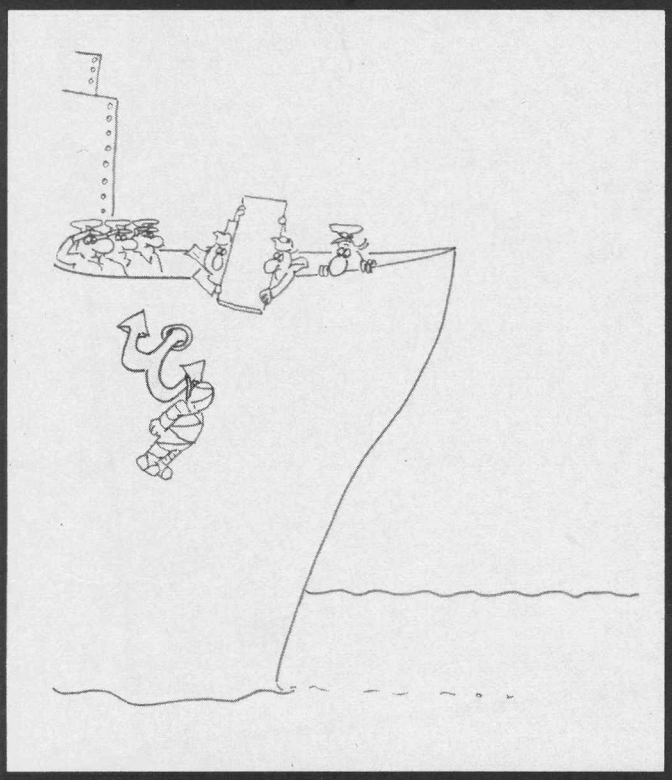


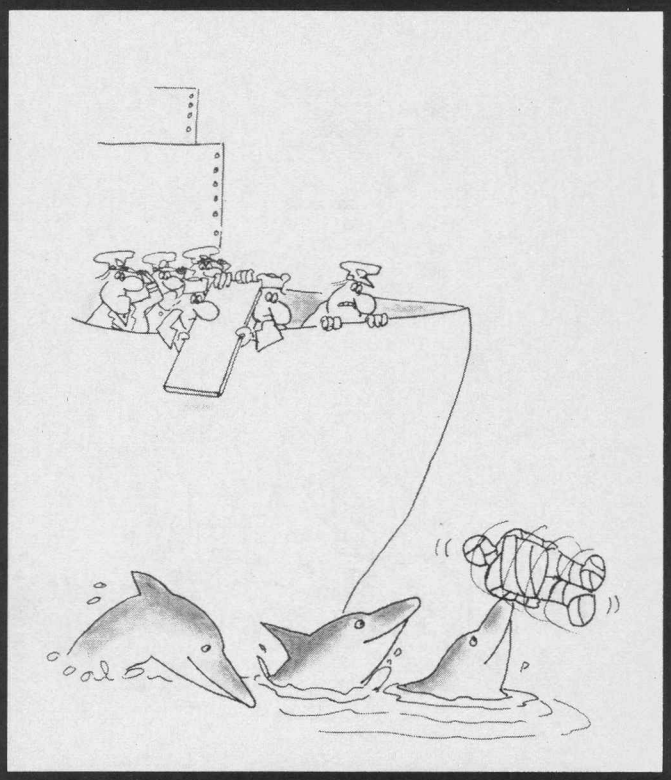


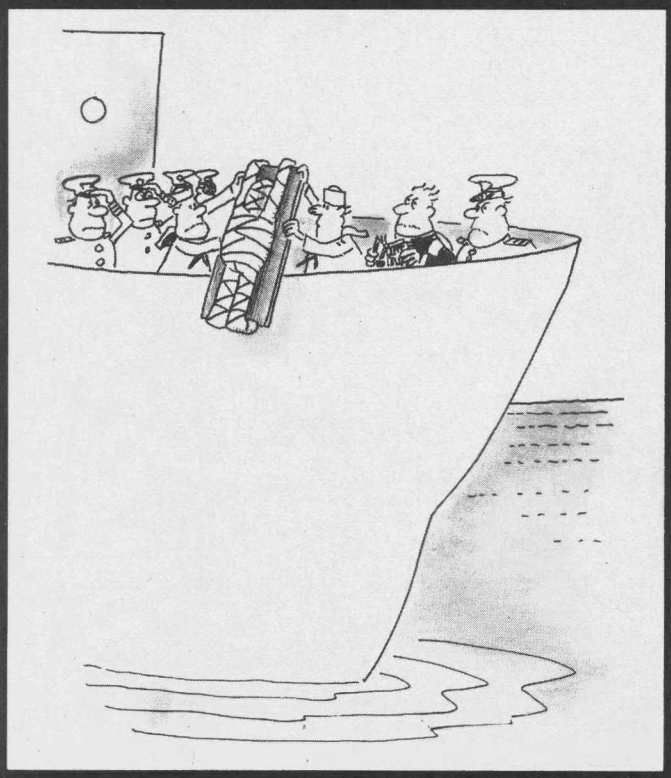


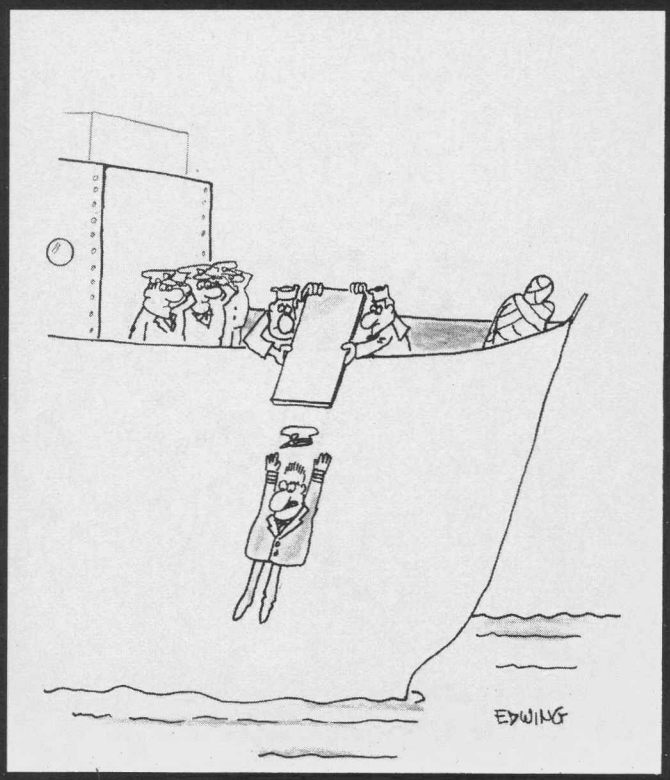
AL AT SEA

ARTIST AND WRITER: DON EDWING









THE REJEC

WRITER AND ARTIST: TOM HUDSON

Editor
MAD Magazine
New York, New York

Dear Sir:

Upon bringing to a close my career as an unsuccessful cartoonist I find that my voluminous collection of rejection slips does not include one of yours (see sketch below).

Would you be kind enough to send me a MAD rejection slip and thus complete my collection? Thanks very much.

Sincerely,
Tom Hudson

MAD

Dear Mr. Hudson:

We found your idea for "Rejection Slips From Various Magazines" highly amusing and have assigned the article to one of our regular writers.

We are pleased to enclose a check in payment.

Cordially,
Albert B. Feldstein
Albert B. Feldstein,
Editor

Editor
MAD Magazine
New York, New York

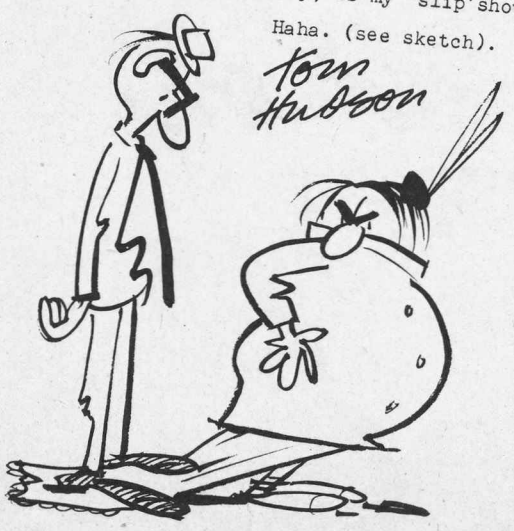
Dear Sir:

Thanks for the check, but please, please could you spare me one rejection slip?

As my wife would say, "Is my 'slip' showing?"

Haha. (see sketch).

Tom Hudson



MAD

MEMO

FROM:
William M. Gaines
Publisher

TO:
Al Feldstein
Editor

Dear Al:
Just happened to run across that "slip-showing" cartoon while nosing around your desk. I think it would make a great cover painting...with Alfred standing on some big fat dame's slip at a real fancy costume ball, and looking out at the reader with his typical "What--me worry?" grin. What do you think?

Bill

P.S. Will you see that a check is sent to Hudson for this cover idea.

TION SLIP

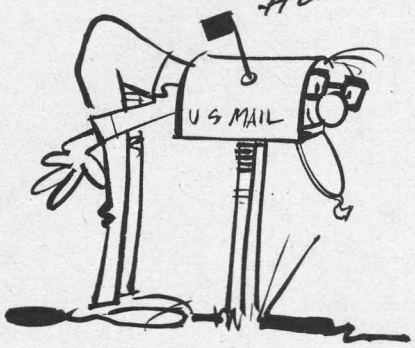
Editor
MAD Magazine
New York, New York

Dear Sir:

I am afraid that you have missed the point of the whole thing. My letter was a request for you to send me one of your rejection slips and not intended to be a contribution to your magazine.

I'm still looking! (see sketch)

Sincerely,
Tom Hudson



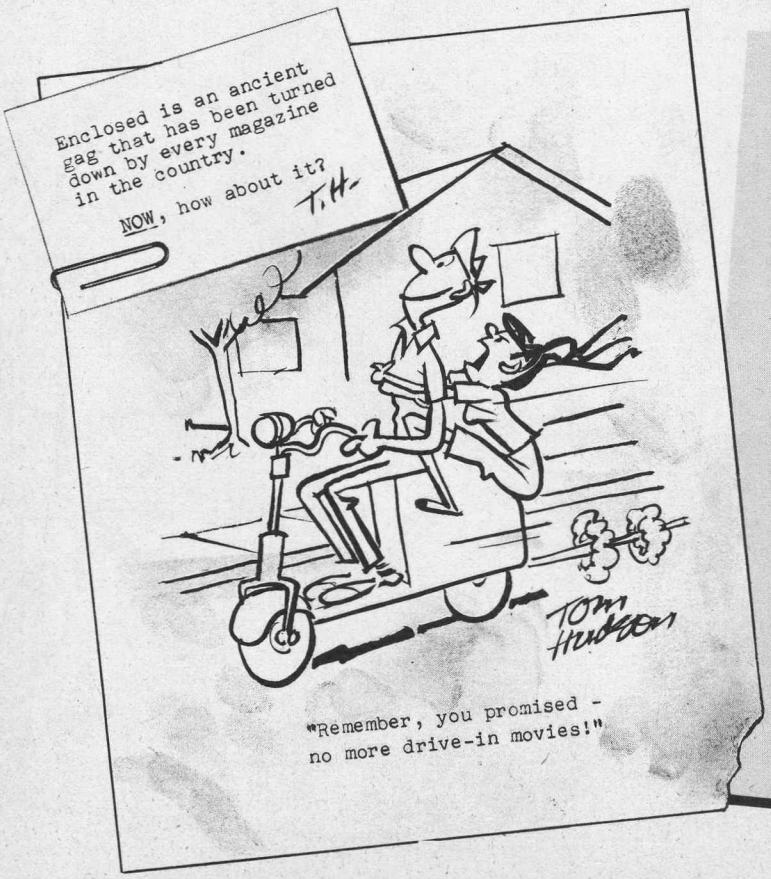
MAD

Dear Mr. Hudson:

Thank you for sending us your delightful "Mail Box" cartoon. We all enjoyed it very much, and plan to use it as the new heading for our "Letters Dept."

Enclosed, please find our check in payment.

Sincerely,
Al Feldstein
Al Feldstein,
Editor



"Remember, you promised - no more drive-in movies!"

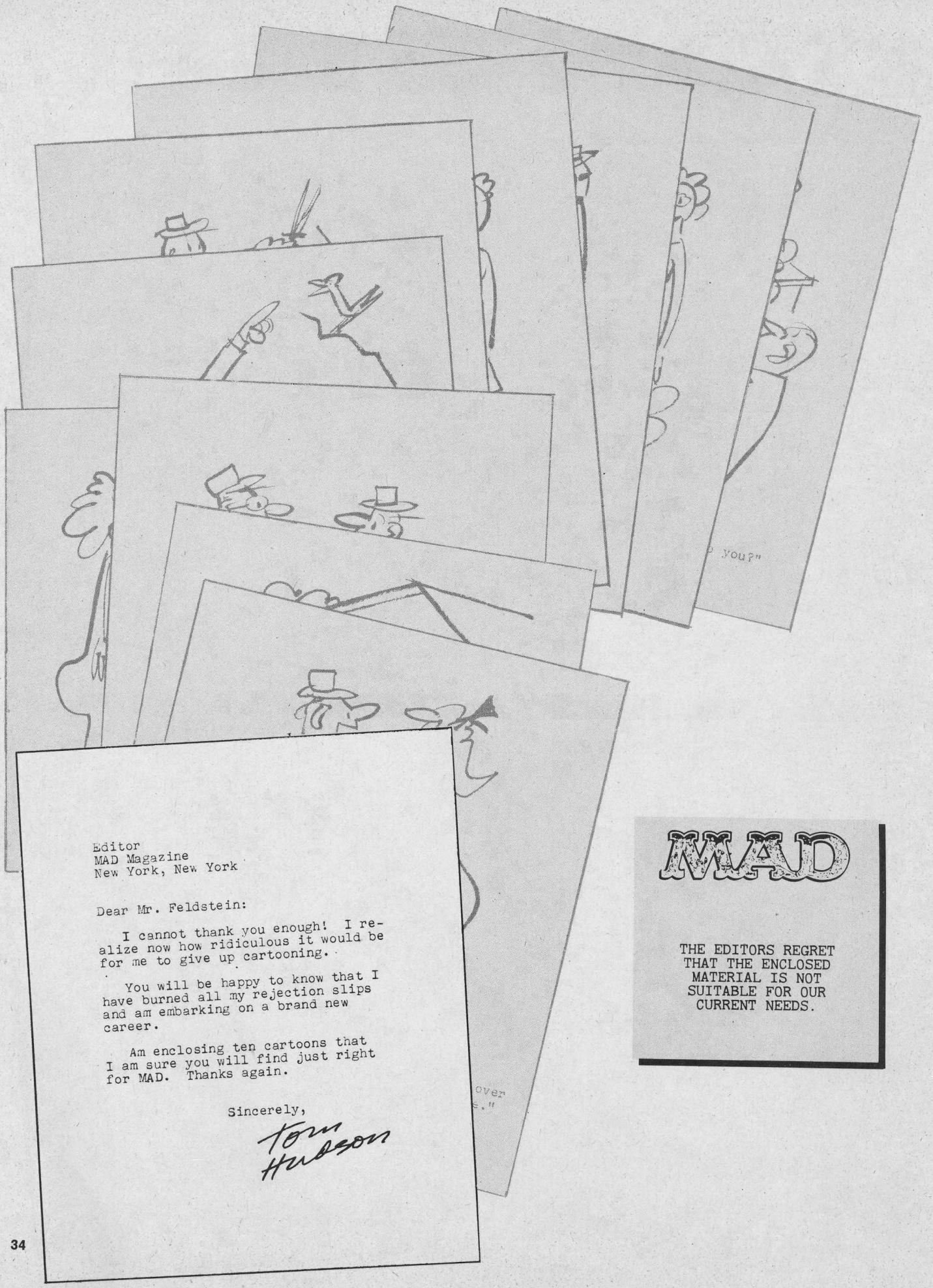
MAD

Dear Tom:

Your hilarious "Drive-In Movie" cartoon broke up the entire office, and served as a springboard for a "Drive-In Movie" article.

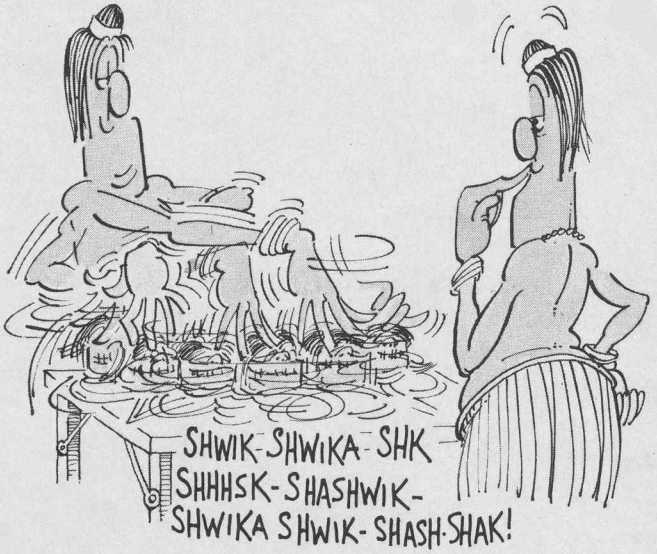
Enclosed please find check in payment. You're doing great! Keep those ideas coming!

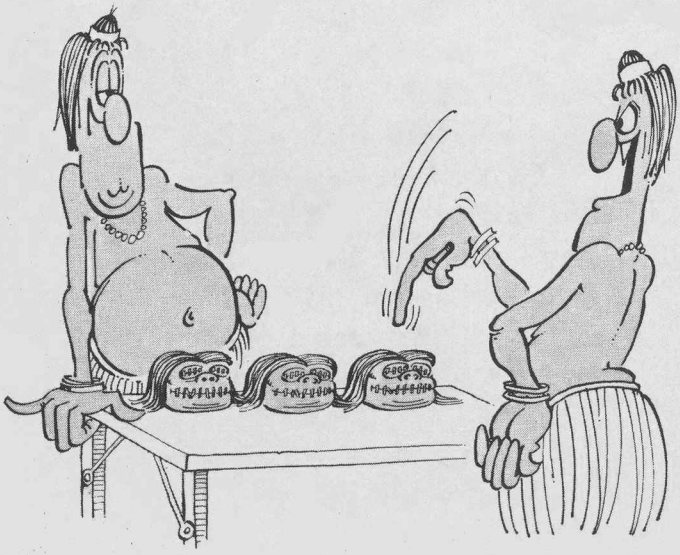
MAD-ly yours,
Al


you?"
over
s."
Editor
MAD Magazine
New York, New York
Dear Mr. Feldstein:
I cannot thank you enough! I realize now how ridiculous it would be for me to give up cartooning.
You will be happy to know that I have burned all my rejection slips and am embarking on a brand new career.
Am enclosing ten cartoons that I am sure you will find just right for MAD. Thanks again.
Sincerely,
Tom Hudson
MAD
THE EDITORS REGRET THAT THE ENCLOSED MATERIAL IS NOT SUITABLE FOR OUR CURRENT NEEDS.

DON MARTIN DEPT. PART III

GAMBLING IN THE AMAZON





A PORTFOLIO OF...

SHAPE-LY

Heave Ho!

Whenever o'er the waves I sail,
Going down, then going up;
You'll always find me at the rail,
Getting sick and throwing up.

Gentleman In Waiting

At
bank
or
post
office,
I'm
easy
to
spot:

The
line
that
moves
quickest
is
right
where
I'm
not!

Spring's Labor's Lost

I
RAKE
AND SEED,
WATER and WEED,
SPADE AND HOE.
WHAT WILL GROW
AFTER THIS TOIL
IN VIRGIN SOIL?
KENTUCKY BLUE?
NOT IN VIEW.
FESCUE? BENT?
BOTH ABSENT.
WHAT KIND
OF GREEN,
THEN,
WILL BE SEEN? JUST, ALAS, LUSH CRABGRASS

Foul-Up

There's one in every big parade: the guy with lots of pep
Who struts so proud, but, stupidly, is always out of step.

Wedding Reception, Catered

The champagne flows like water,
And Daddy takes some pills.
He's losing a dear daughter,
but gain-ing lots of bills.

Profile Of A Dieter

When I started to diet, I had me a plan: To cut down my weight and to get me a man. So I gave up potatoes and ice cream and cake, and I dogged through the days when my stomach would ache.

Now my flabby old fat is the thing that I miss—For I ended up looking exactly like THIS!

MAD VERSE

WRITER: WILLIAM GARVIN

Wheel Economy

The "Compact" car that would surpass
Is one whose price tag fits its class

Code In My Head

When it comes to code numbers I'm not very hip:
I keep getting my Area confused with my Zip!

Survival Test

I RATE A COMPLICATED TOY
AS A "BUY" WHEN I SEE WHETHER
IT LASTS AS LONG AROUND OUR BOY
AS IT TOOK TO PUT TOGETHER!

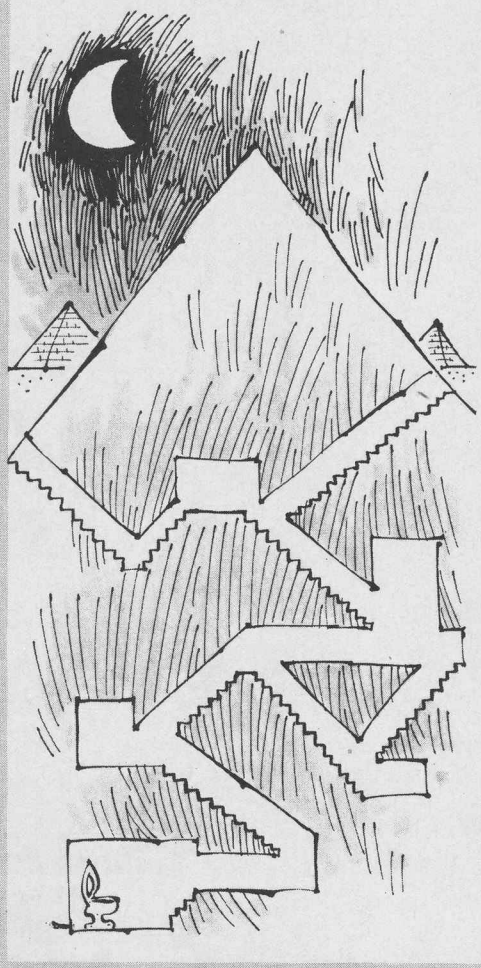
HERE THEY SAT... DEPT.

A MAD LOOK AT... SOME LEGEN

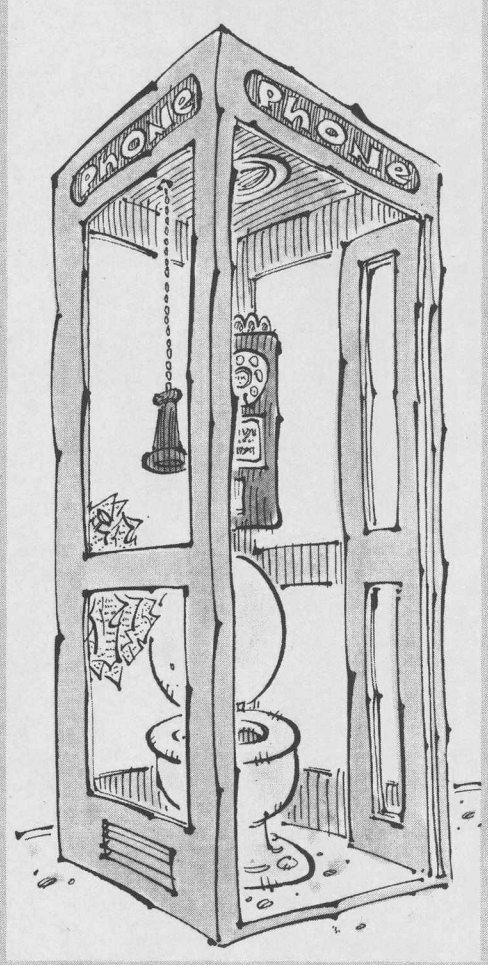
ARTIST: PAUL COKER, JR.

DRACULA'S

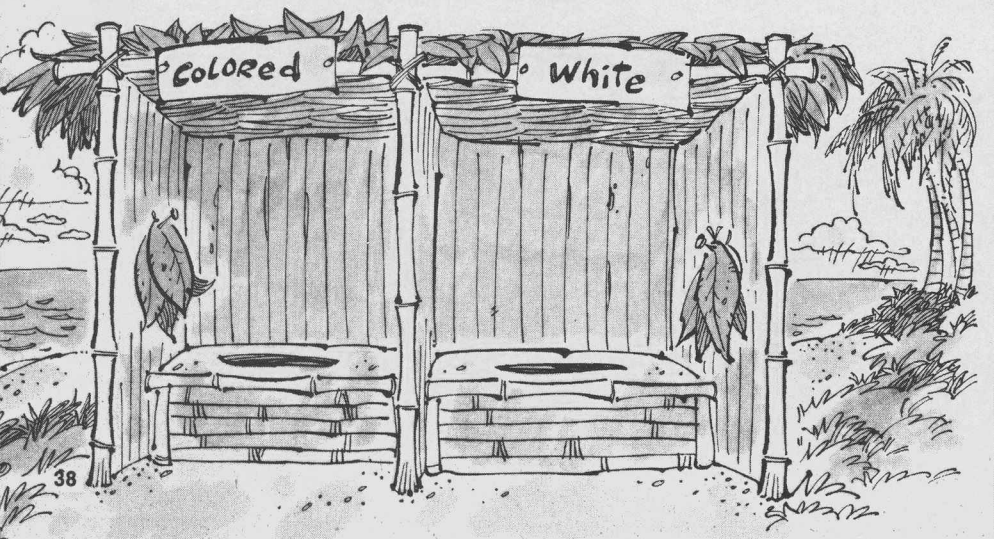
KING TUT'S



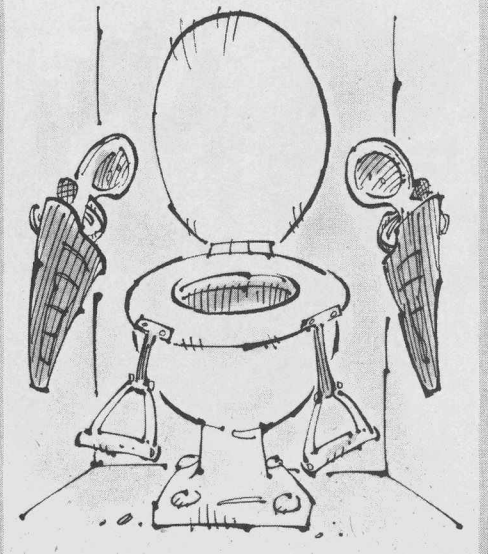
SUPERMAN'S



ROBINSON CRUSOE'S
(AND HIS MAN, FRIDAY'S)



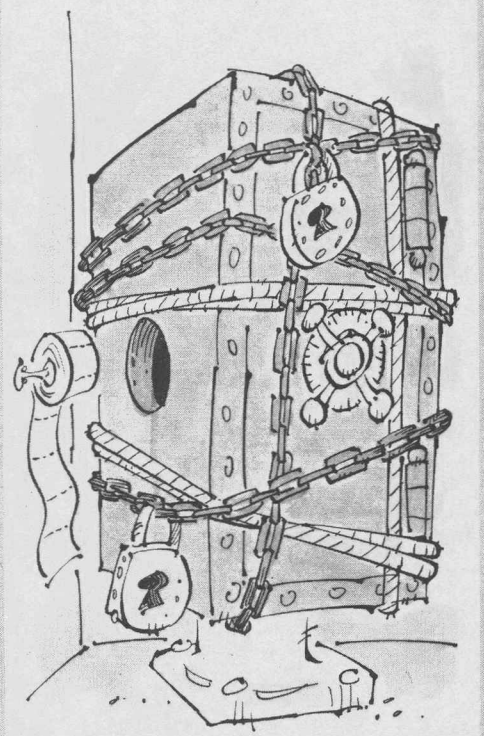
JESSE JAMES'



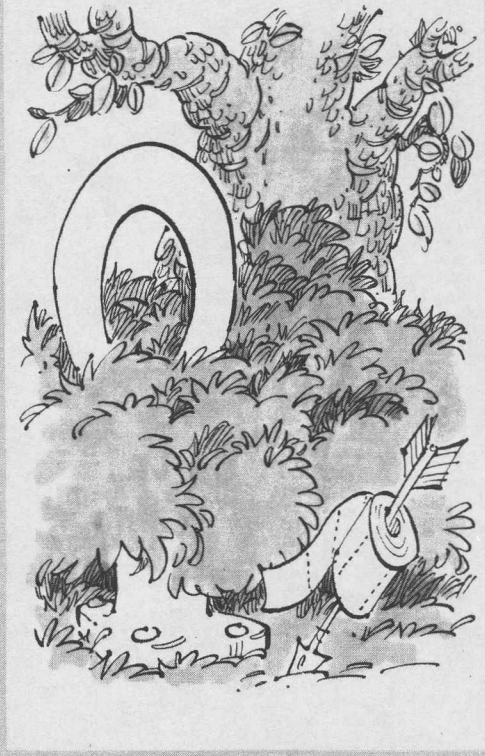
DARY COMMODES

WRITER: PAUL PETER PORGES

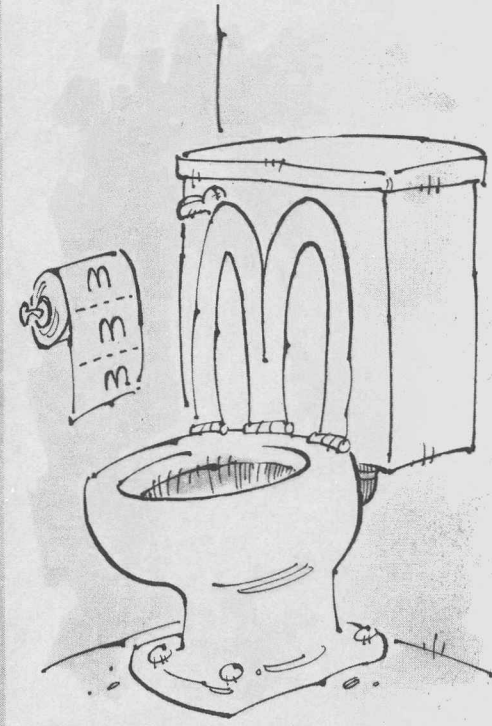
HOUDINI'S



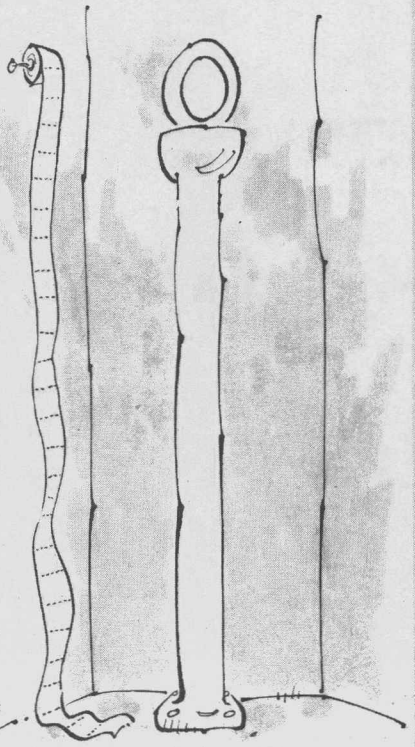
ROBIN HOOD'S



RONALD McDONALD'S

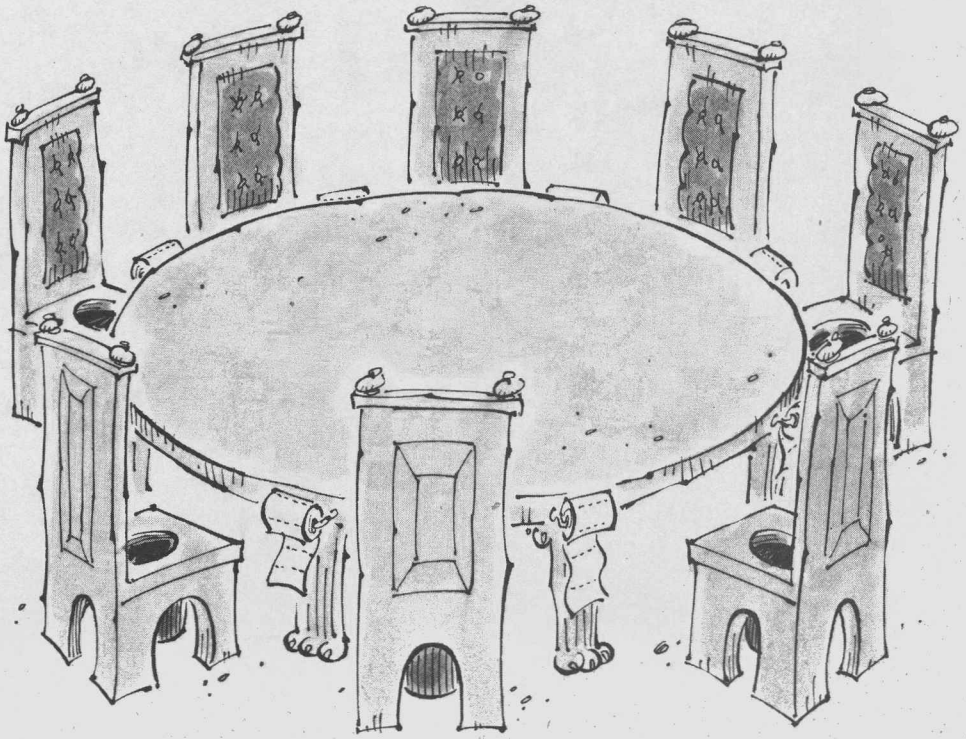


DADDY LONG LEGS'

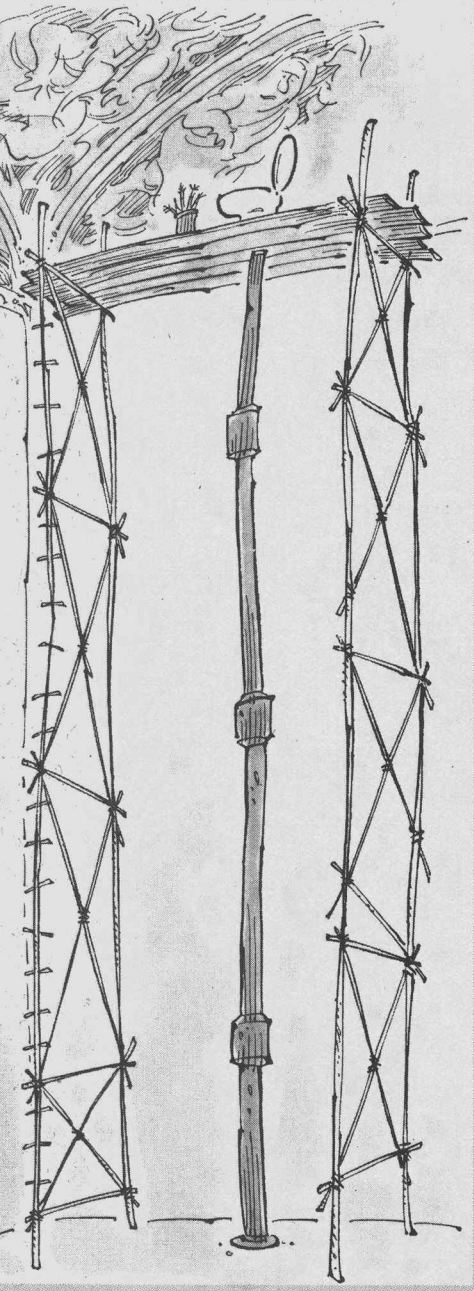


KING ARTHUR'S

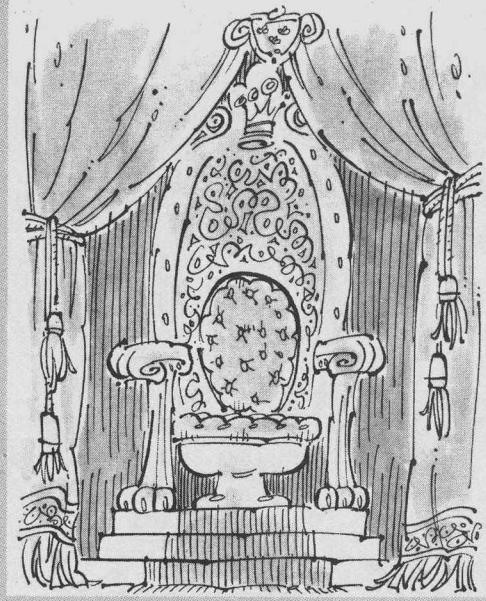
(AND HIS KNIGHTS')



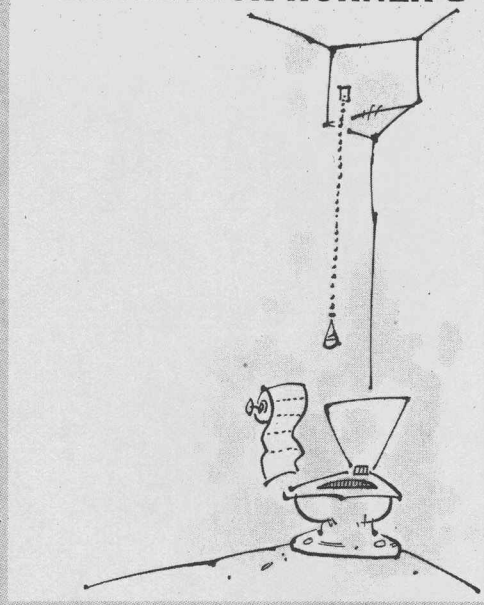
MICHELANGELO'S



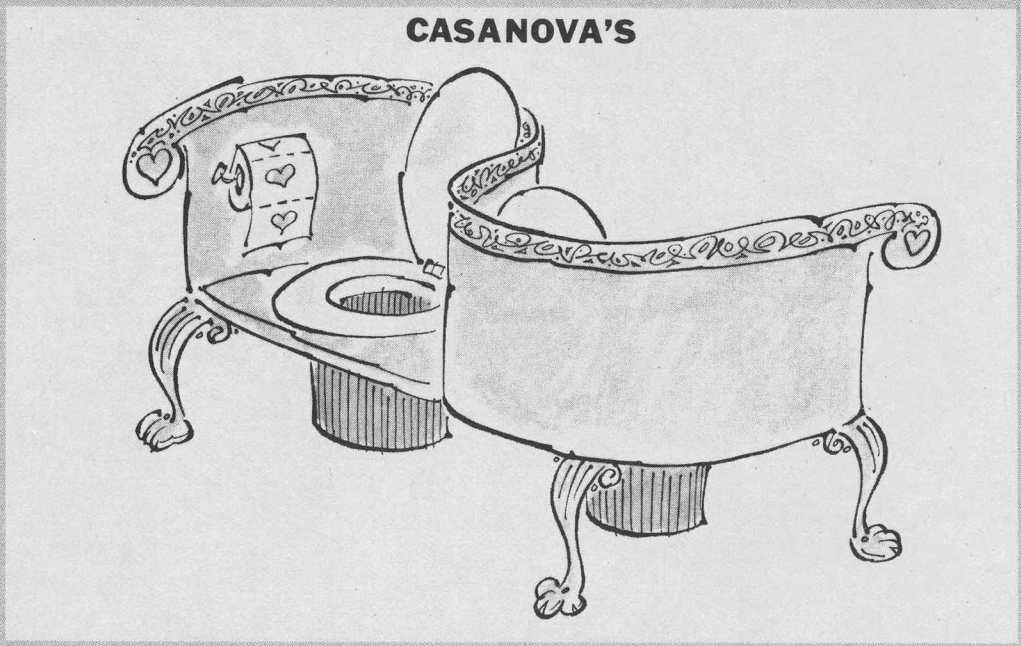
LOUIS XIV'S



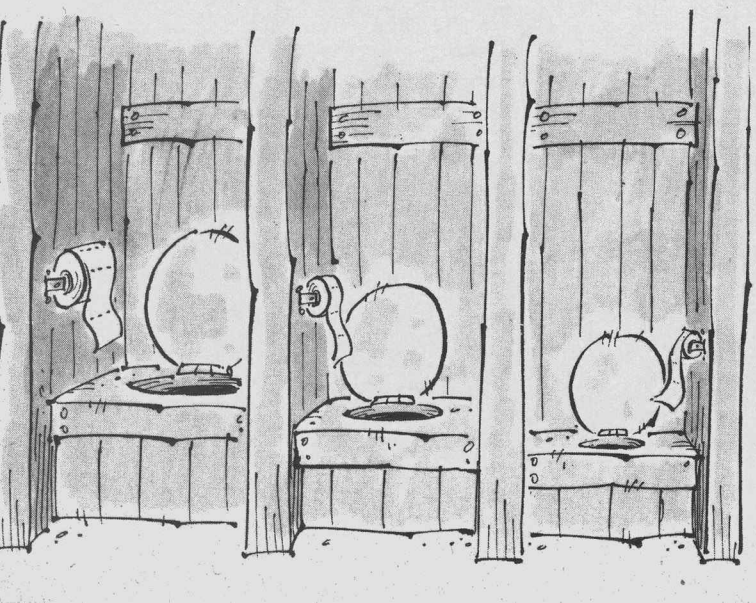
LITTLE JACK HORNER'S



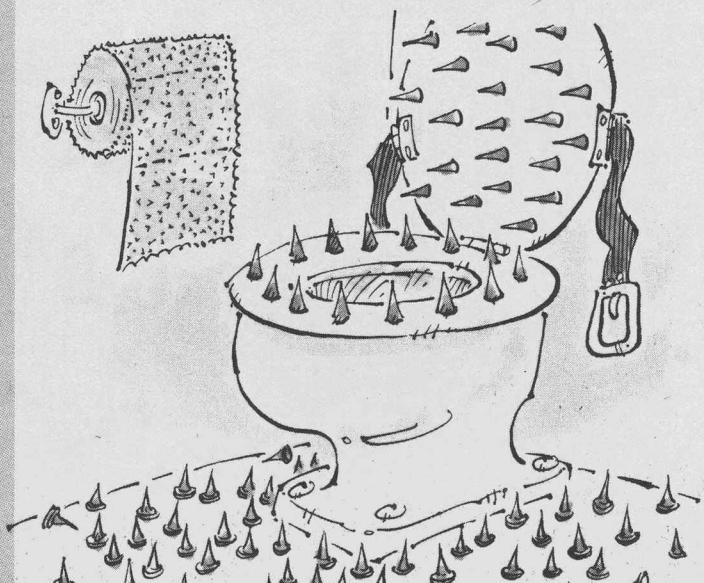
CASANOVA'S



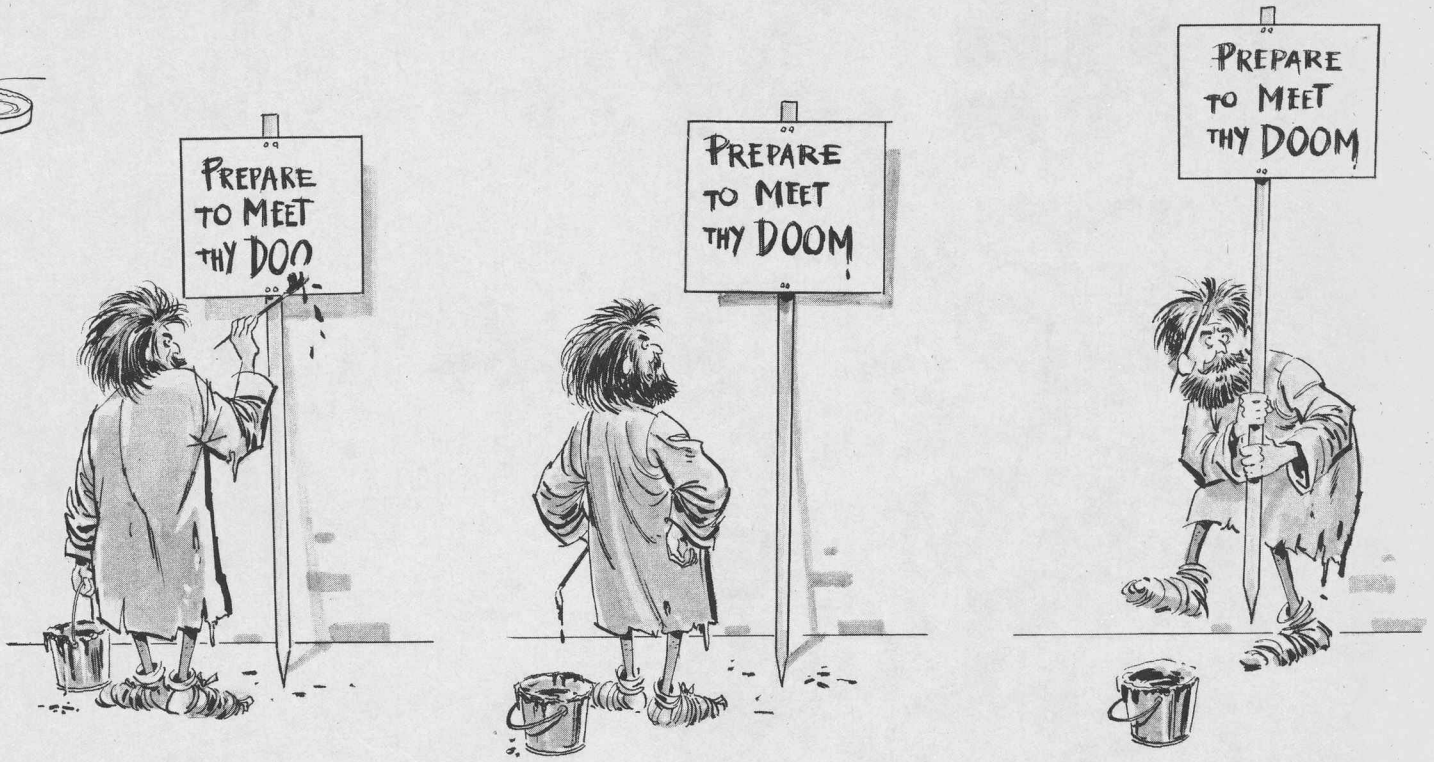
THE THREE BEARS'



THE MARQUIS DE SADE'S
(GUEST BATHROOM)



THE PROPHET

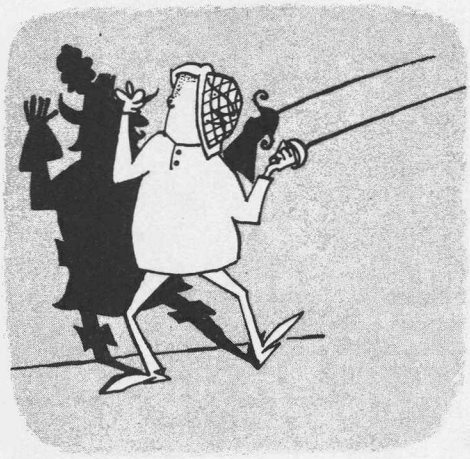


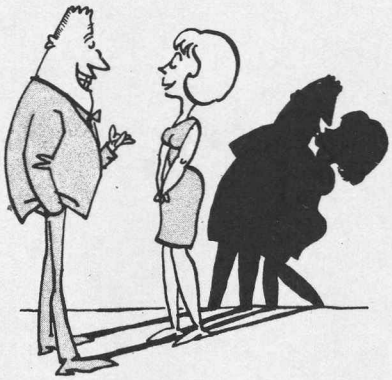
ARTIST: JOE ORLANDO

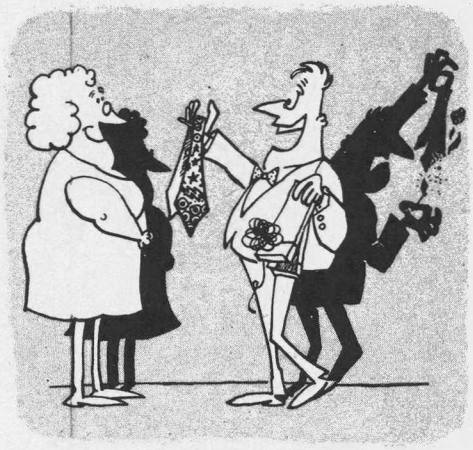
WE GOT YOUR PENUMBRA DEPT.

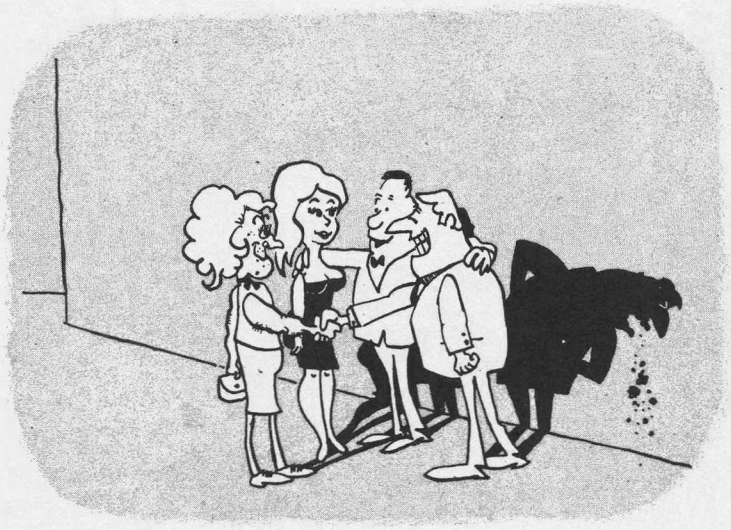
Who Knows What Evils Lurk In

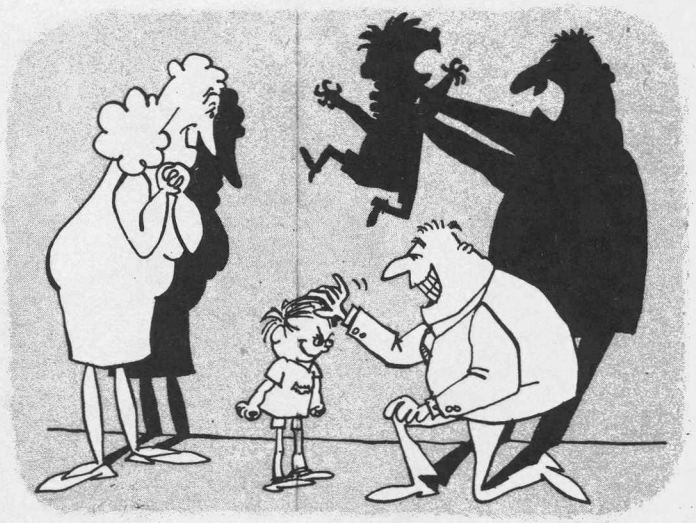
THE SHADOW

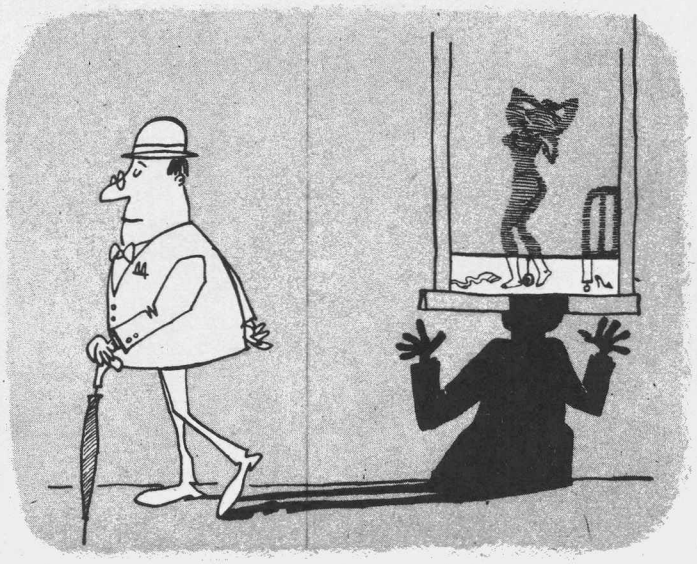








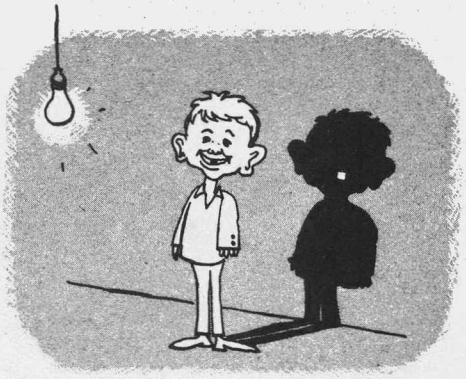


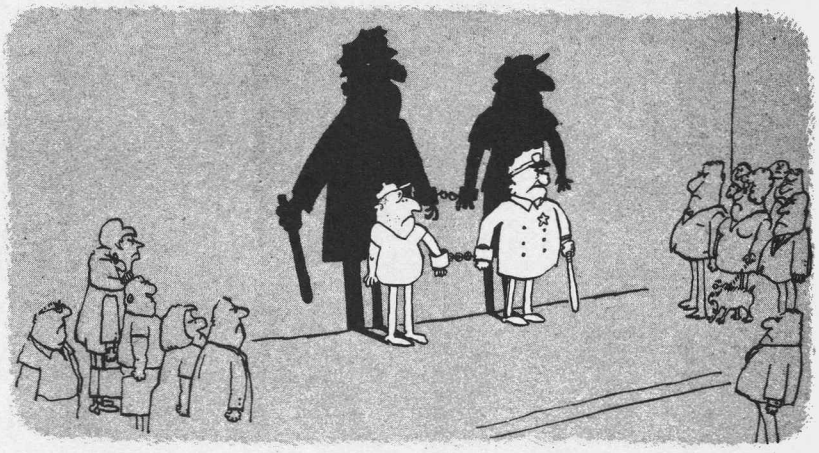


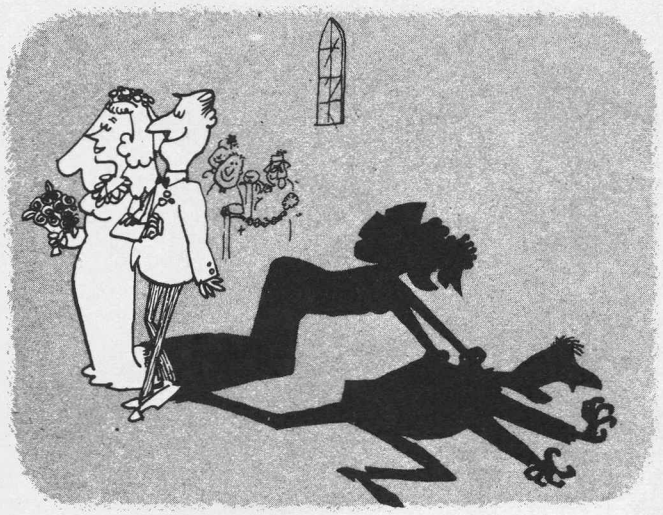
The Hearts Of Men?

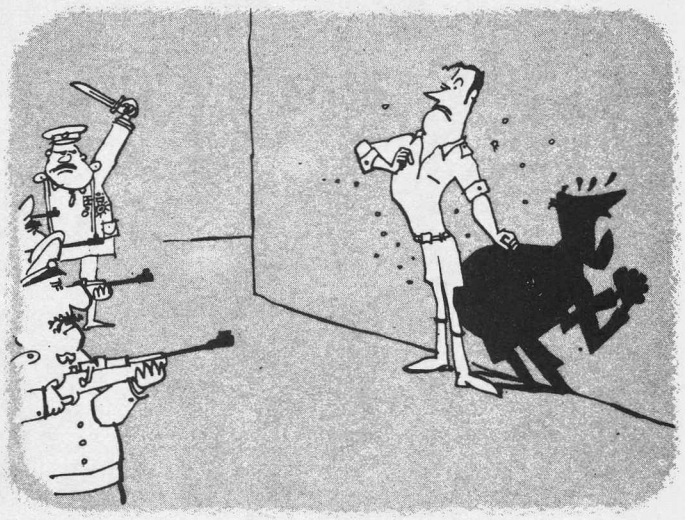
KNOWS

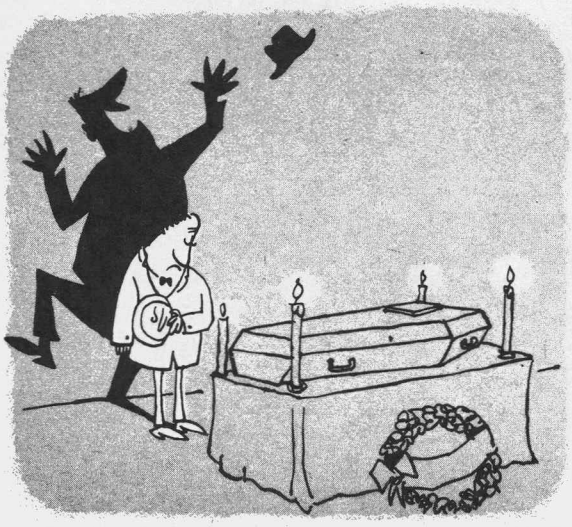
WRITER & ARTIST: SERGIO ARAGONES

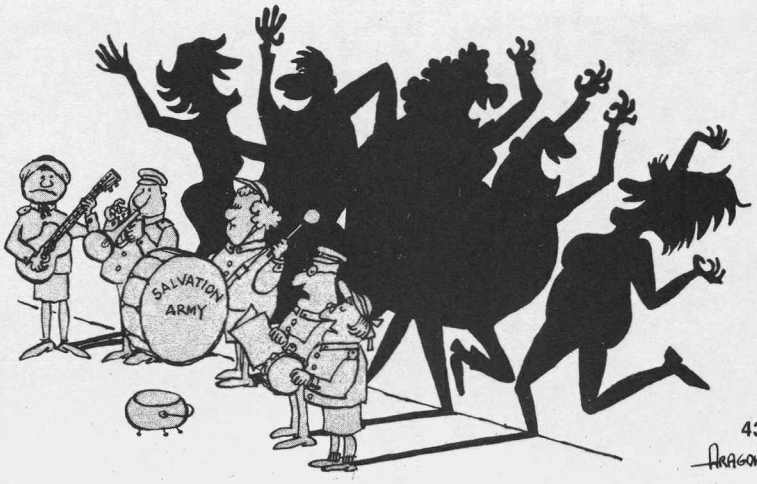








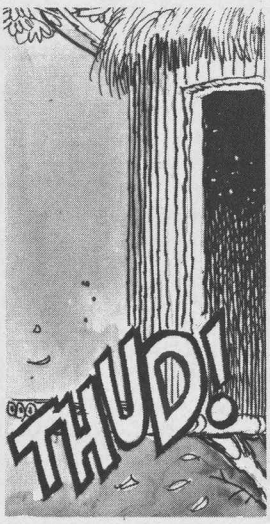




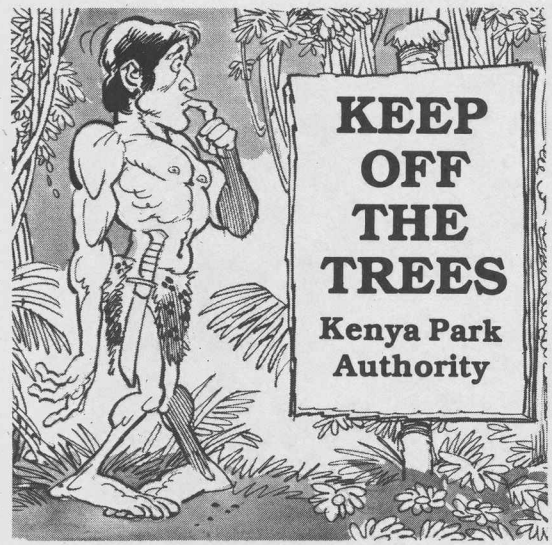
ARAGONÉS

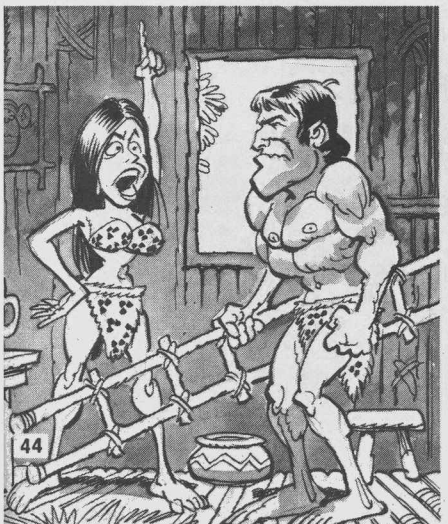
JUNGLE ROT DEPT.

A MAD LOOK AT TARZA

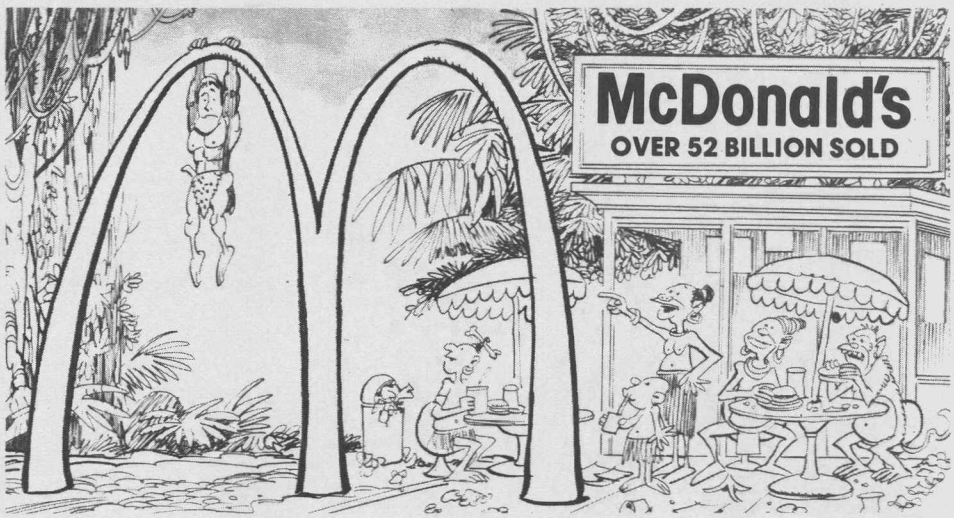


ARTIST: JACK DAVIS

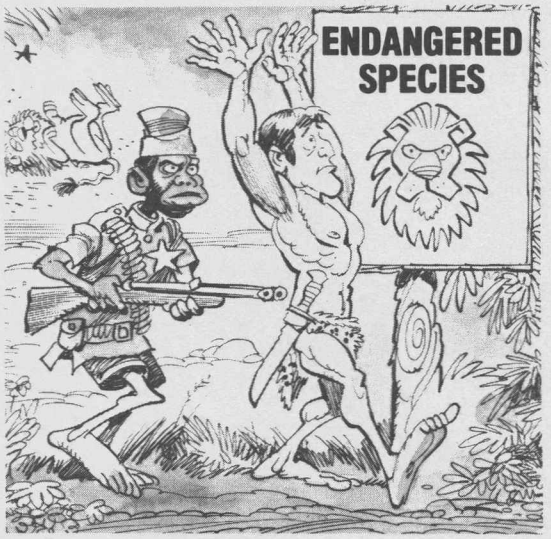




N...TODAY



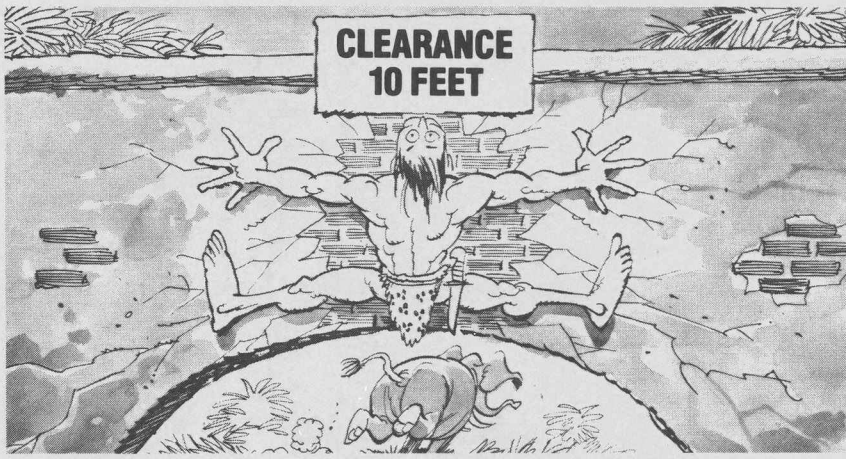
WRITER: DON EDWING

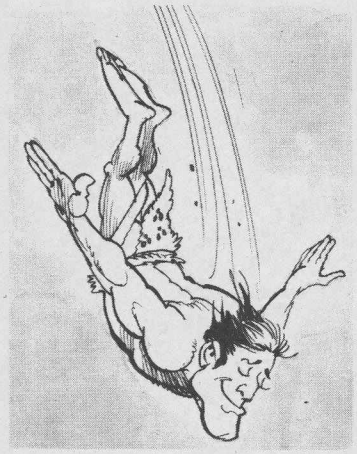


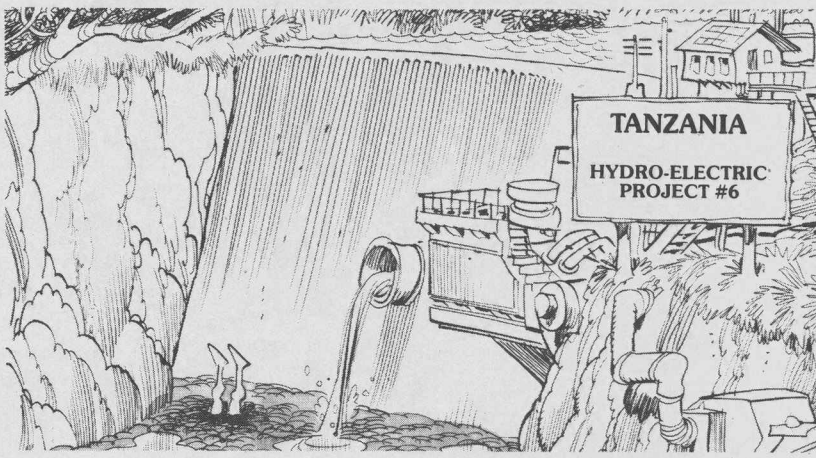
Coming Soon
CONGO
COOPERATIVE
APARTMENTS

Oonngawaahhhhhh!

THWOK!


CLEARANCE
10 FEET

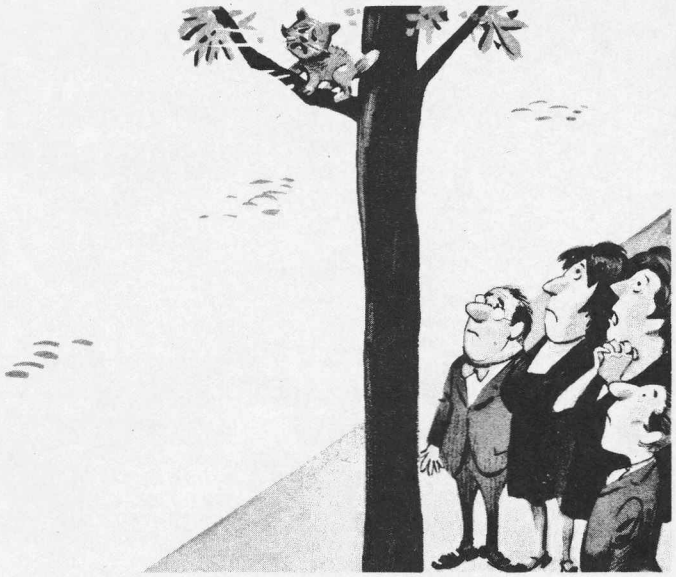


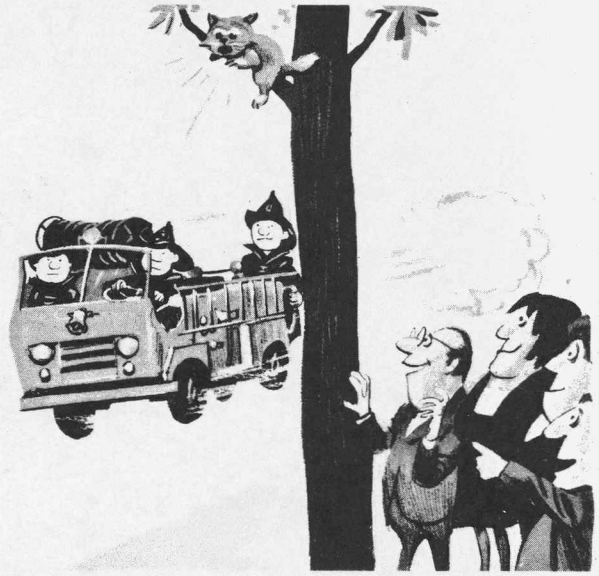

TANZANIA
HYDRO-ELECTRIC
PROJECT #6

Tarzan, the **garbage** is really beginning to **smell!**
SPORTS
LIONS BEAT APES

We simply **HAVE to MOVE!!**

THE RESCUE

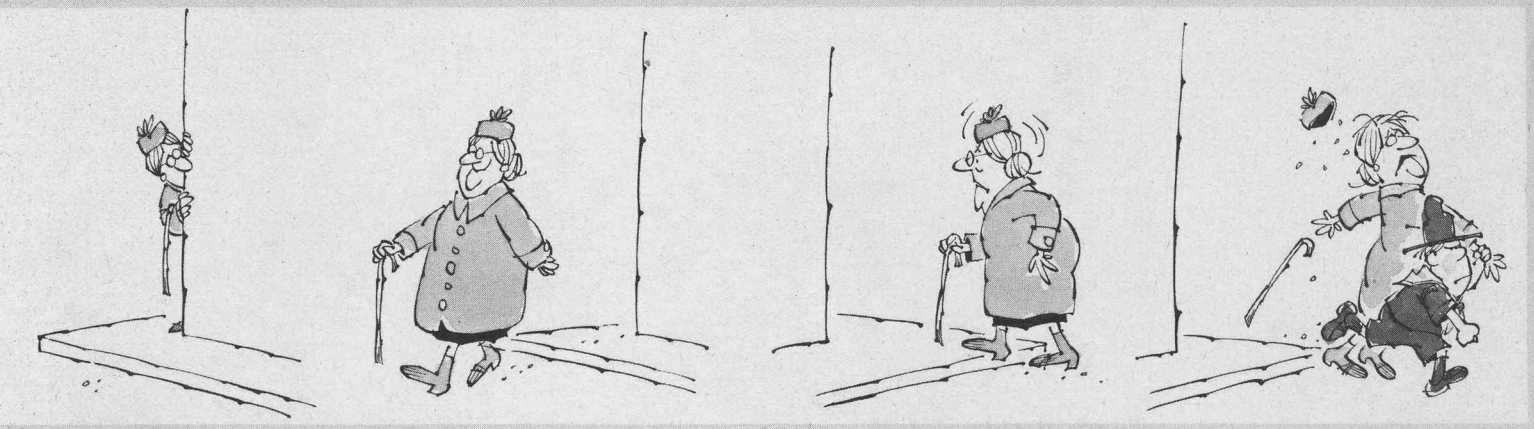




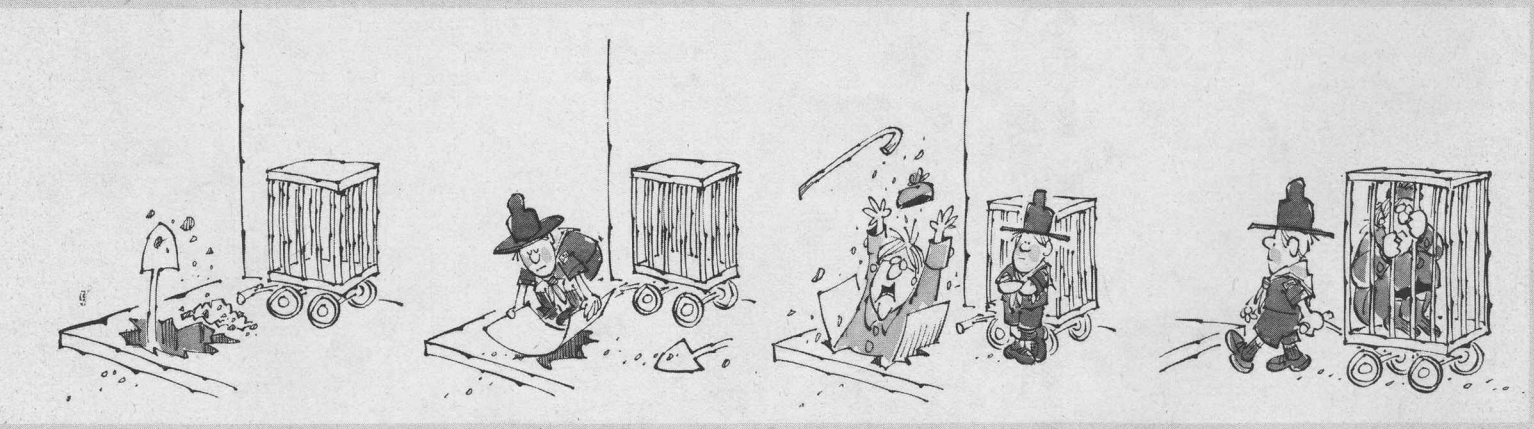
ARTIST: JOE ORLANDO WRITER: SERGIO ARAGONES

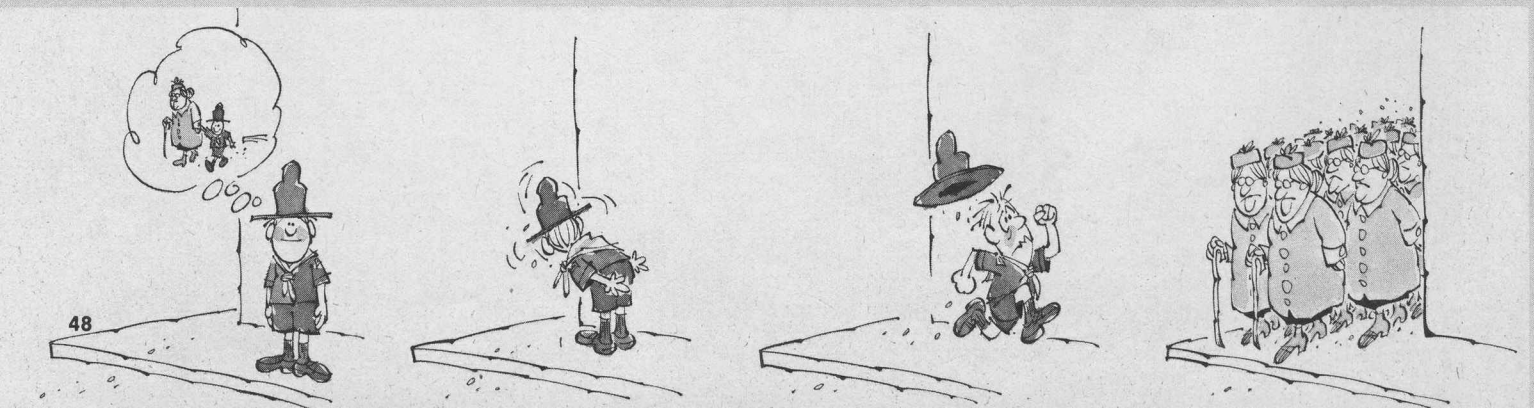
ON MY HONOR, I WILL BE A PEST DEPT.

BOY SCOUTS vs.



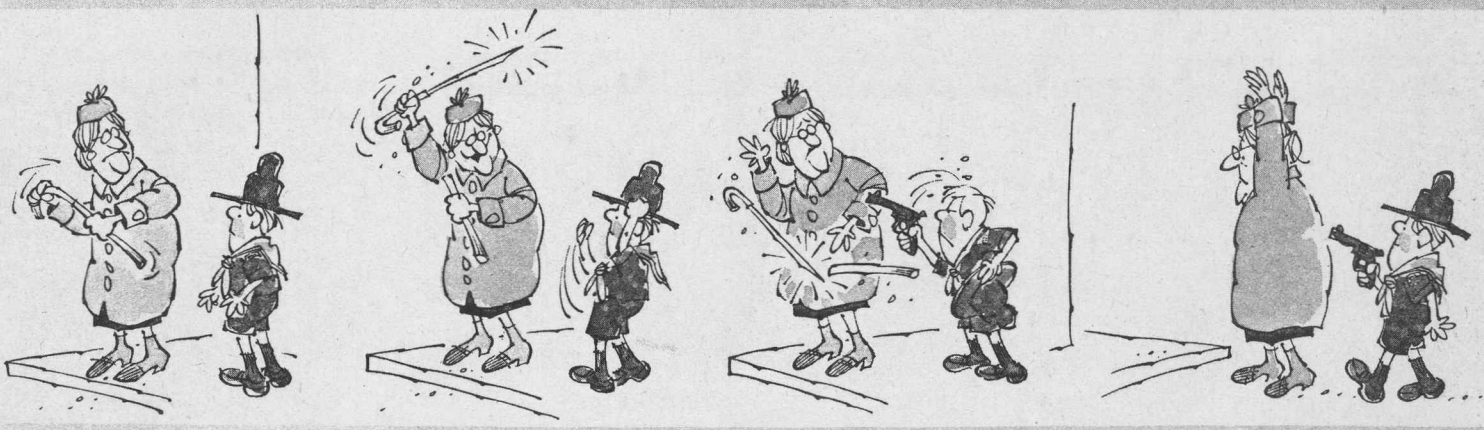
ARTIST: PAUL COKER JR.

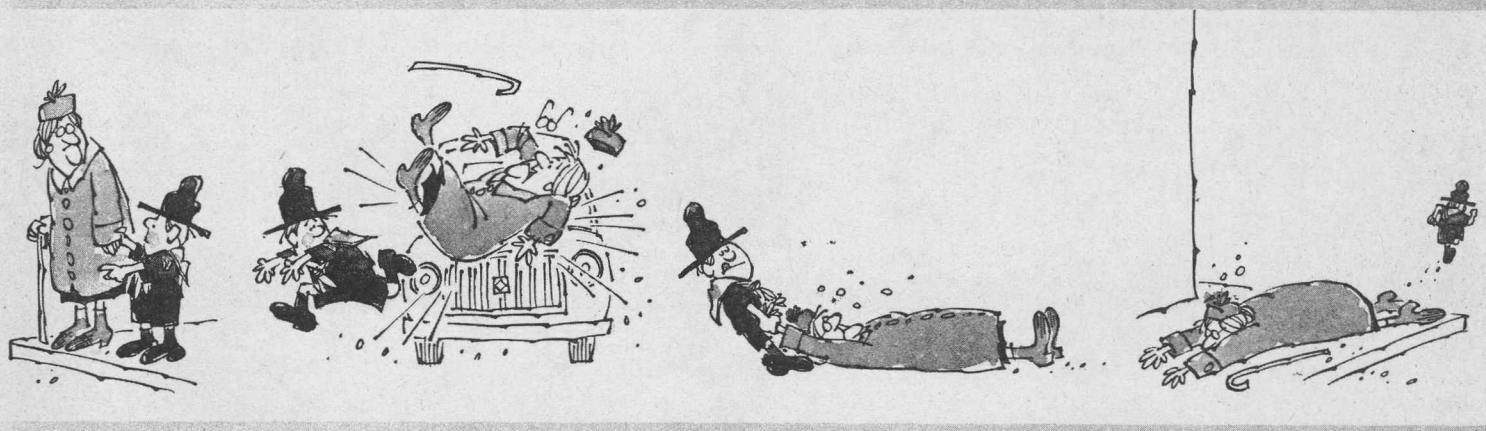


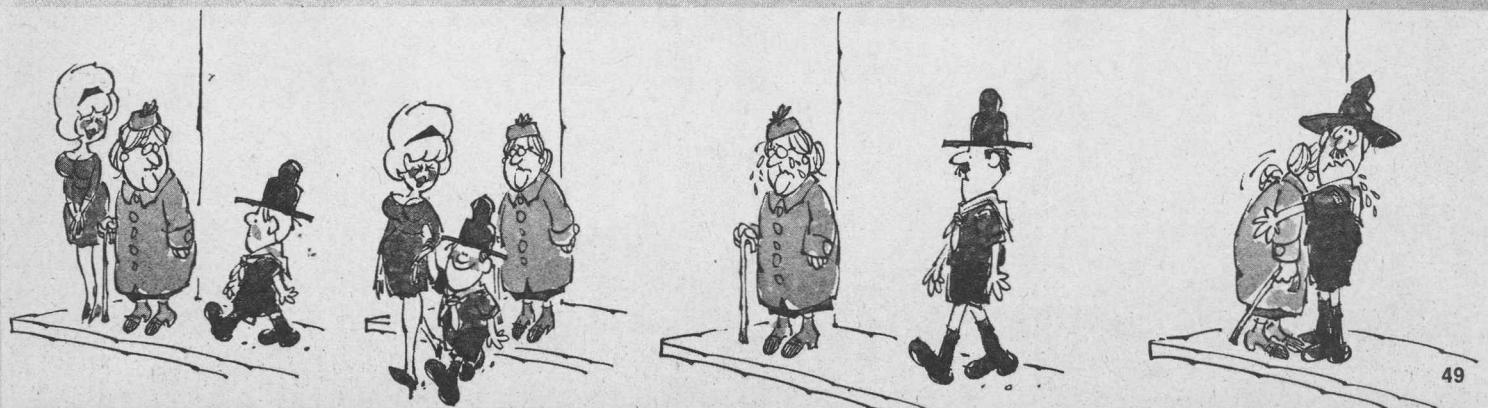


LITTLE OLD LADIES

WRITER: DON EDWING







ONE-TWO-THREE-FOURMULA DEPT.

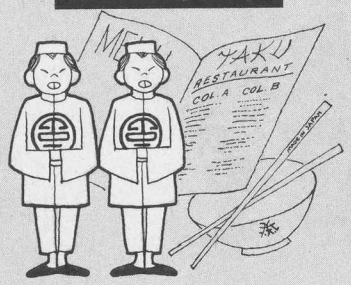
THERE IS ALWAYS A TENDENCY TO GENERALIZE ABOUT MEMBERS OF SOCIAL AND

STEREOTYPE

ONE CHINESE

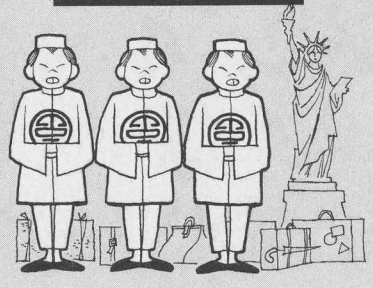
is a
LAUNDRY

TWO CHINESE



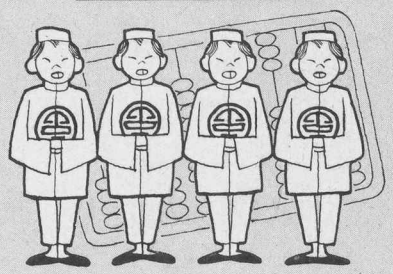
is a
RESTAURANT

THREE CHINESE



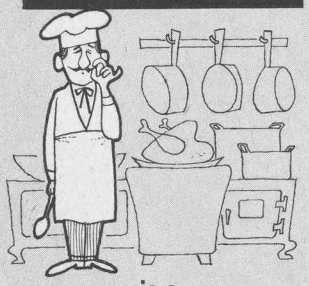
is an
IMMIGRATION QUOTA

FOUR CHINESE



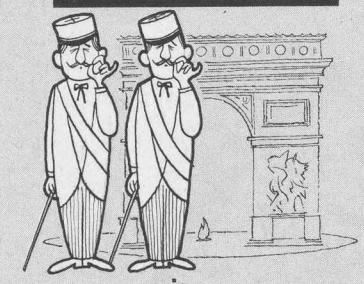
is a
POPULATION EXPLOSION

ONE FRENCHMAN



is a
CHEF

TWO FRENCHMEN

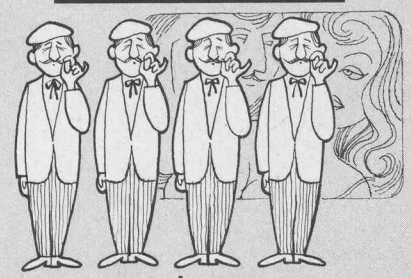


is a
POLITICAL PARTY

THREE FRENCHMEN

is a
MARRIAGE

FOUR FRENCHMEN



is a
FILM FESTIVAL

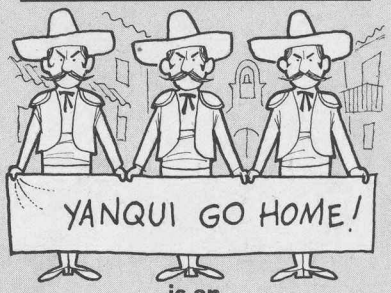
ONE SOUTH AMERICAN

is a
BULLFIGHT

TWO SOUTH AMERICANS

is a
NEW DANCE CRAZE

THREE SOUTH AMERICANS



is an
ANTI-U.S. MOB

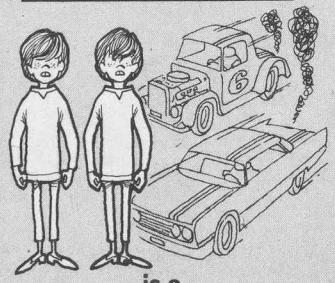
FOUR SOUTH AMERICANS

is a
FOREIGN AID PROGRAM

ONE TEENAGER

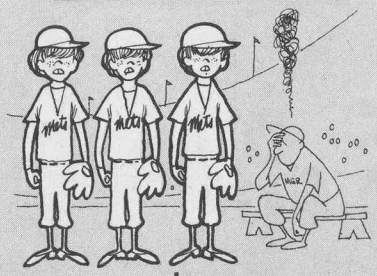
is a
TELEPHONE TIE-UP

TWO TEENAGERS



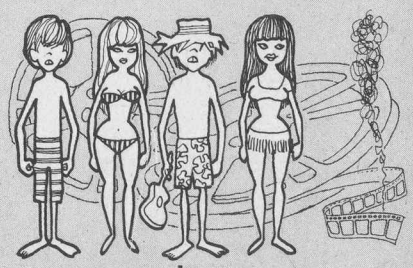
is a
DRAG RACE

THREE TEENAGERS



is a
N.Y. METS OUTFIELD

FOUR TEENAGERS



is a
BEACH MOVIE

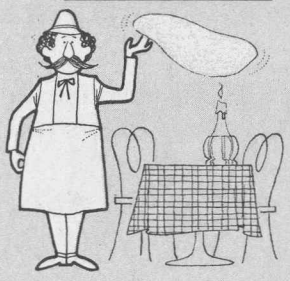
ETHNIC GROUPS. THIS NEXT ARTICLE IS CALCULATED TO SHOW THE IDIOCY OF

– CASTING

...BY THE NUMBERS

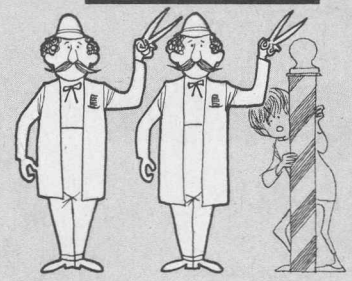
ARTIST: BOB CLARKE

ONE ITALIAN



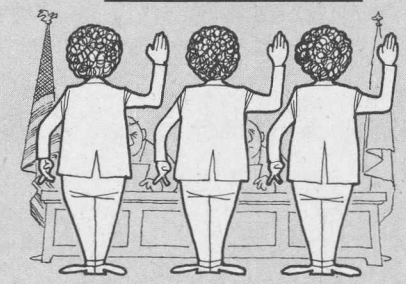
is a
PIZZA PARLOR

TWO ITALIANS



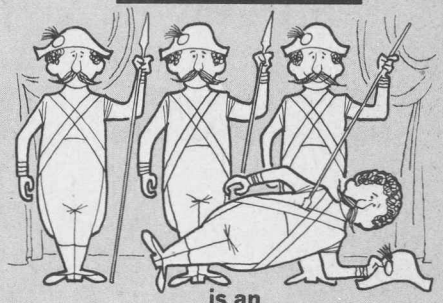
is a
BARBER SHOP

THREE ITALIANS



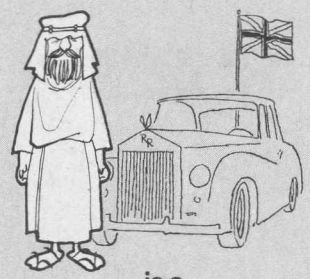
is a
SENATE INVESTIGATION

FOUR ITALIANS



is an
OPERA

ONE ARAB

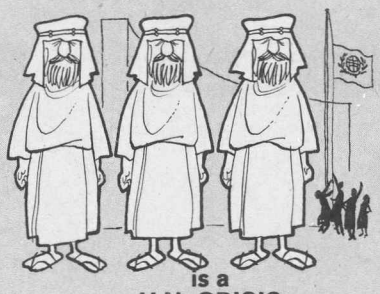


is a
BRITISH PROTECTORATE

TWO ARABS

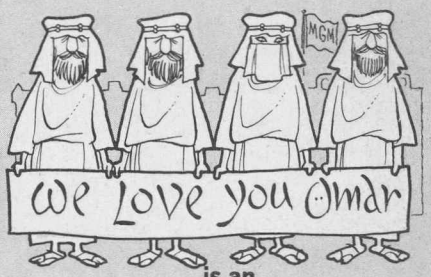
is a
BORDER WAR

THREE ARABS



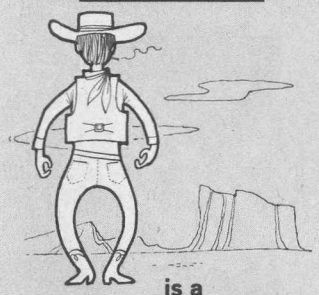
is a
U.N. CRISIS

FOUR ARABS



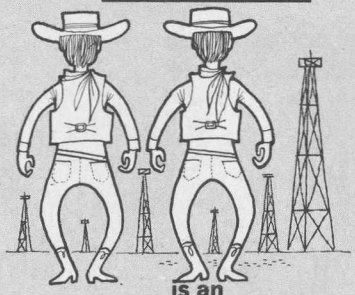
is an
OMAR SHARIF FAN CLUB

ONE TEXAN



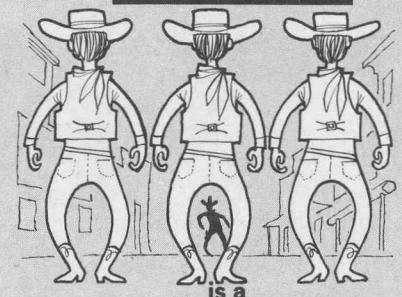
is a
MARLBORO COMMERCIAL

TWO TEXANS



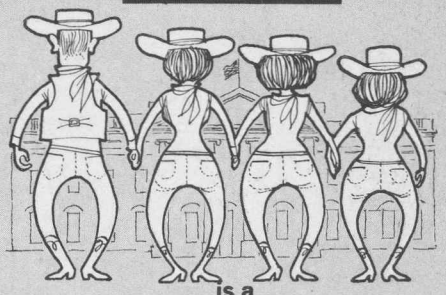
is an
OIL MONOPOLY

THREE TEXANS



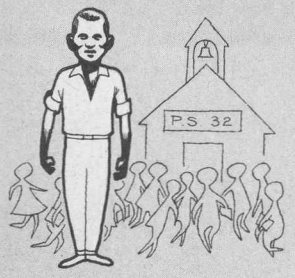
is a
JOHN WAYNE MOVIE

FOUR TEXANS



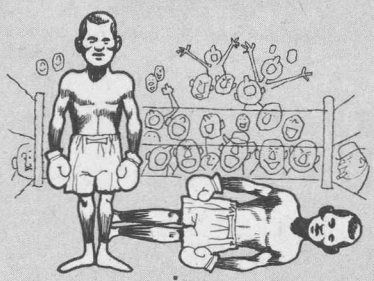
is a
"GREAT SOCIETY"

ONE NEGRO



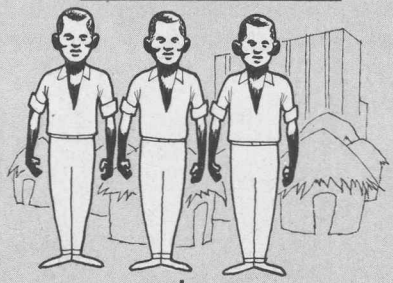
is
TOKEN INTEGRATION

TWO NEGROES



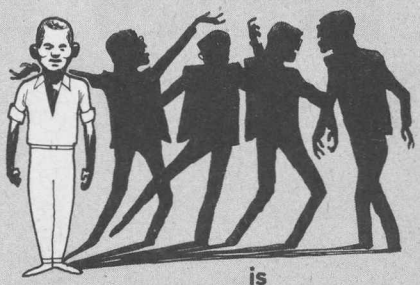
is a
CHAMPIONSHIP BOUT

THREE NEGROES



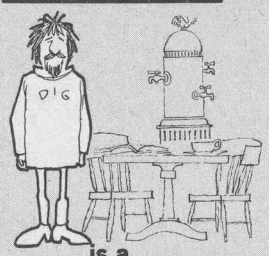
is an
EMERGING AFRICAN NATION

FOUR NEGROES



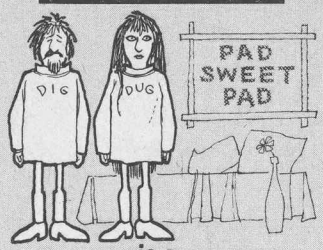
is
SAMMY DAVIS, JR.

ONE BEATNIK



is a
POETRY READING

TWO BEATNIKS

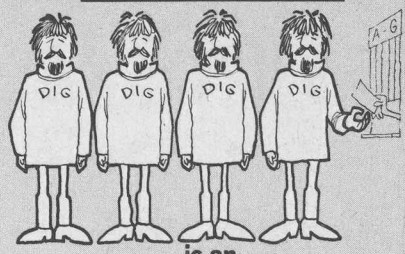


is a
TRIAL MARRIAGE

THREE BEATNIKS

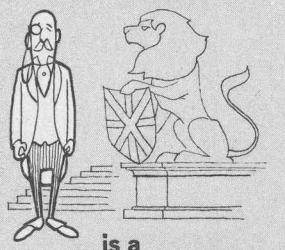
is a
PROTEST GROUP

FOUR BEATNIKS



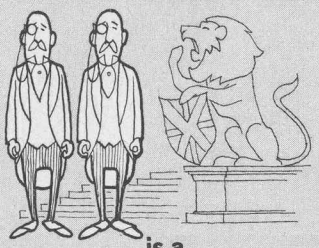
is an
UNEMPLOYMENT LINE

ONE ENGLISHMEN



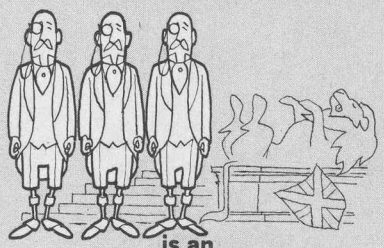
is a
PARLIAMENT MAJORITY

TWO ENGLISHMEN



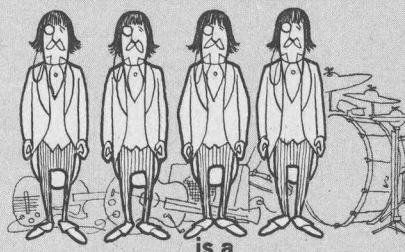
is a
BORE

THREE ENGLISHMEN



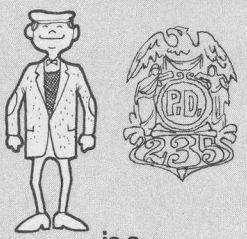
is an
EXPEDITION

FOUR ENGLISHMEN



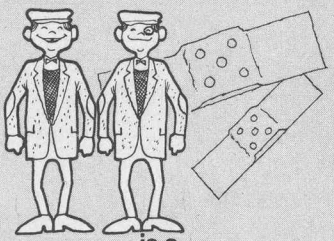
is a
NEW SINGING GROUP

ONE IRISHMAN



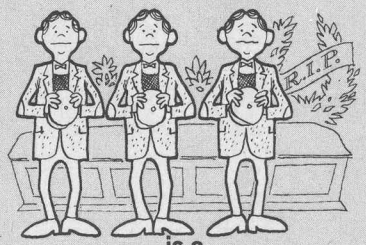
is a
POLICE FORCE

TWO IRISHMEN



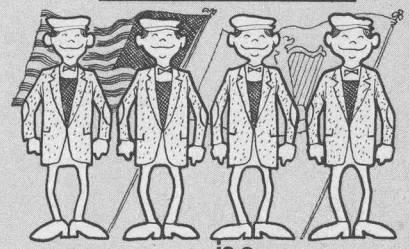
is a
FIGHT

THREE IRISHMEN



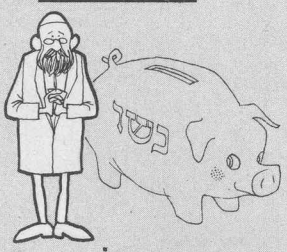
is a
WAKE

FOUR IRISHMEN



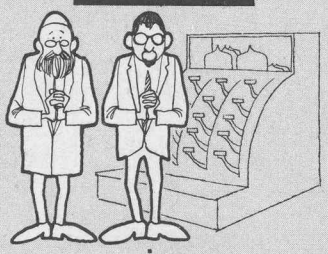
is a
PARADE

ONE JEW



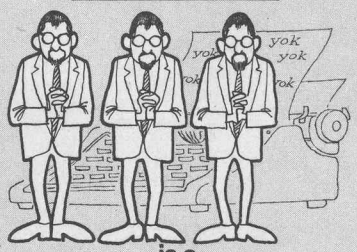
is a
SMALL BUSINESS

TWO JEWS



is a
SMALL BUSINESS & SON

THREE JEWS

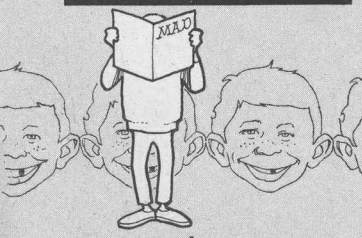


is a
COMEDY-WRITING TEAM

FOUR JEWS

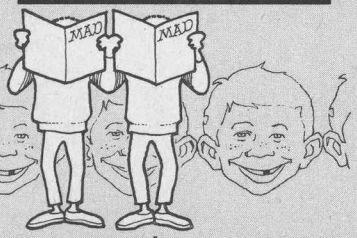
is a
CATSKILLS RESORT

ONE MAD READER



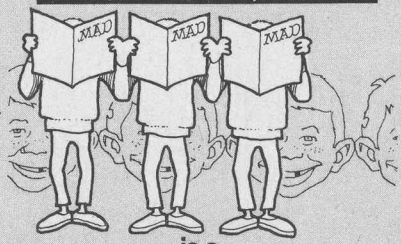
is a
DROP-OUT

TWO MAD READERS



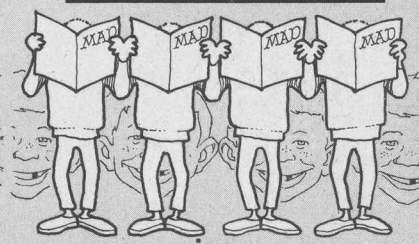
is a
LUNATIC FRINGE

THREE MAD READERS



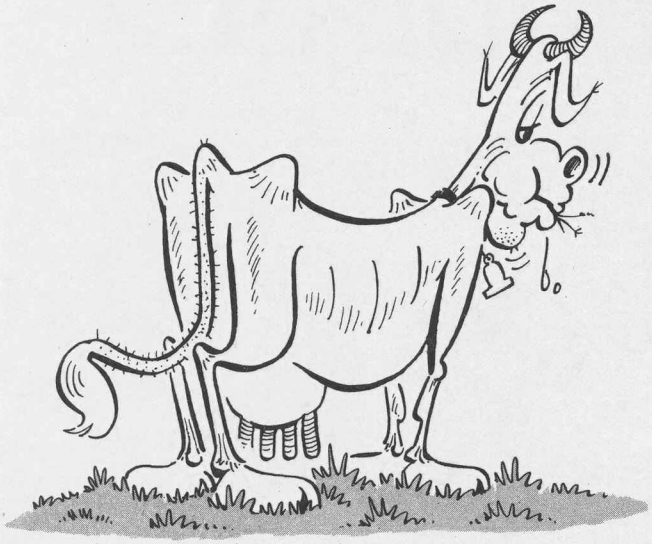
is a
DISASTER AREA

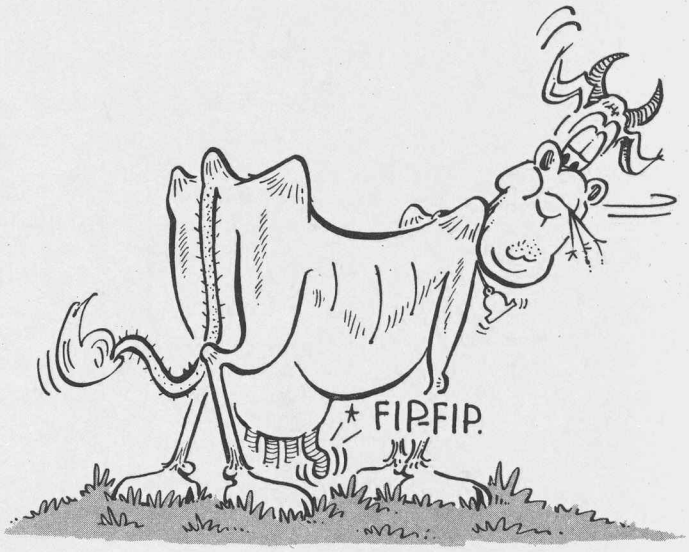
FOUR MAD READERS

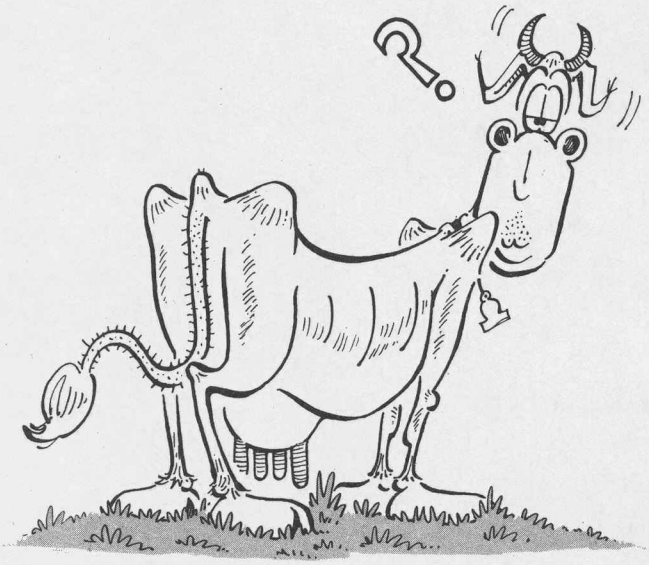


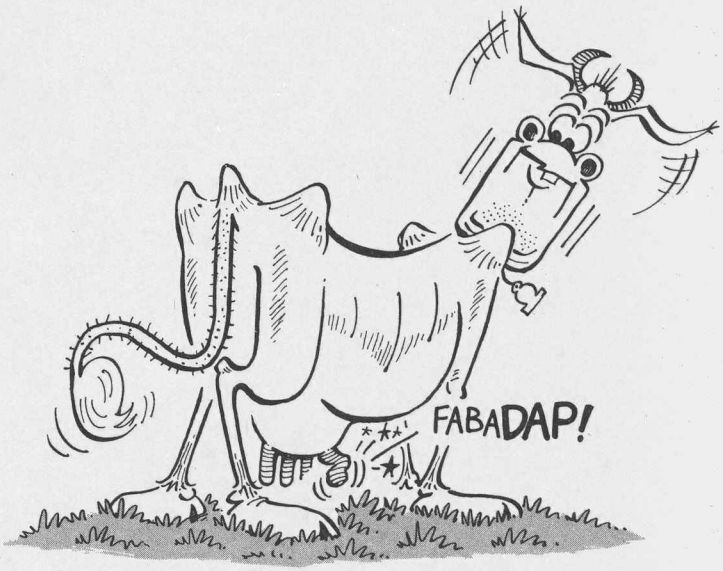
is our
TOTAL CIRCULATION

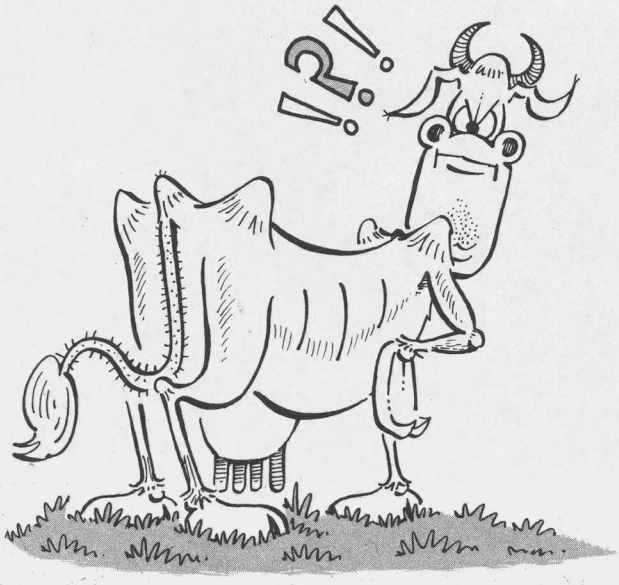
One Day In The Pasture

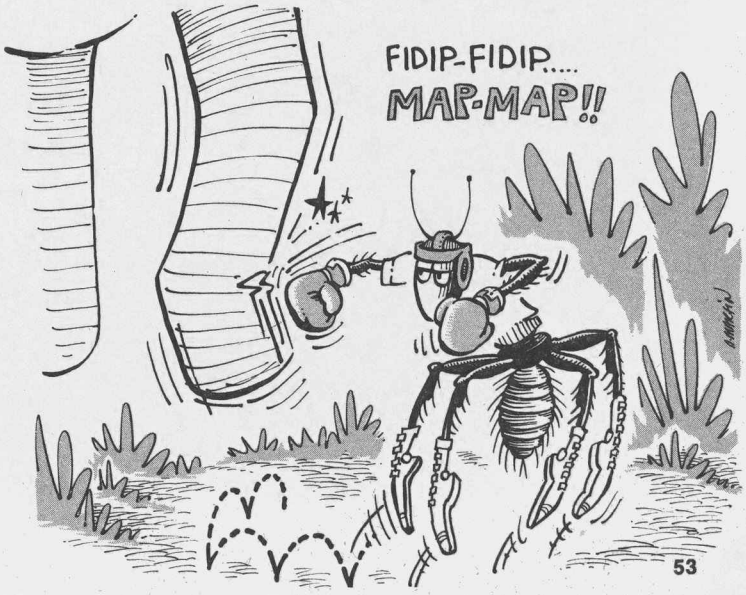












WORD GAME PRESERVE DEPT.

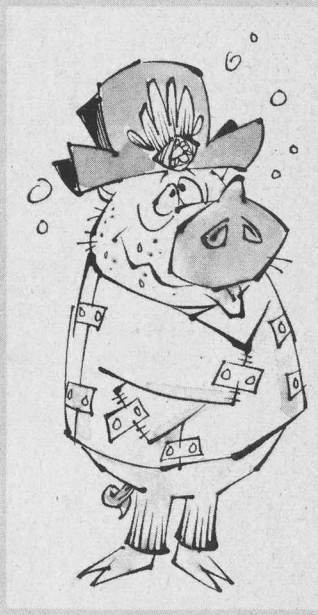
Writer Phil Hahn joins with artist Paul Coker, Jr. to bring us another set of examples of their new game in which they take ordinary dictionary words and dream up kookie "animals" these words suggest. It's fun! Try some yourself—like the following—

MAD

dogma

polyunsaturate

pigmented

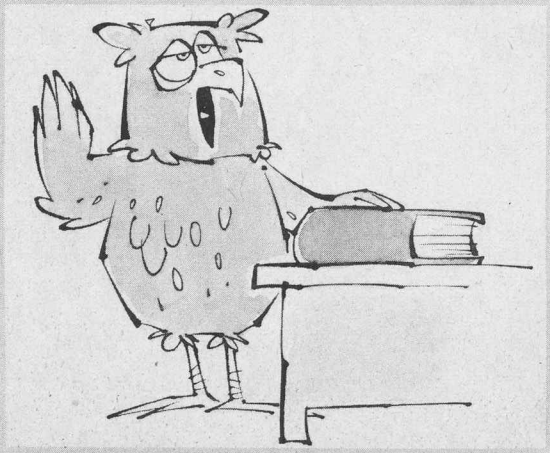


occidental

sou'wester

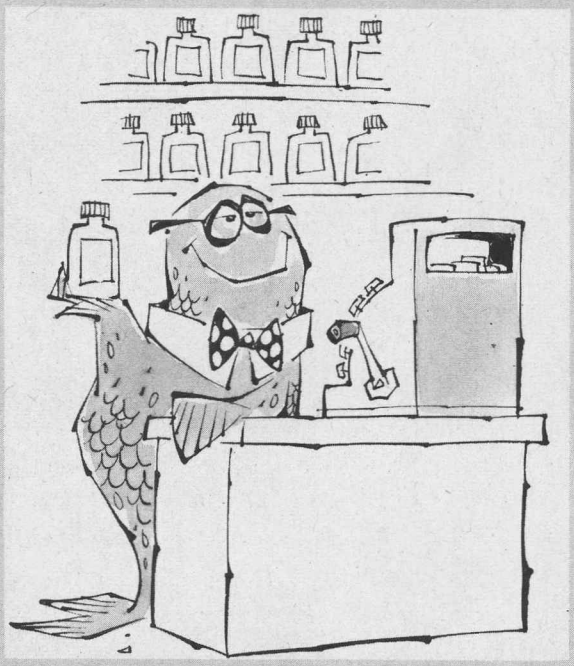
truant

vowel



BEASTLIES

selfish

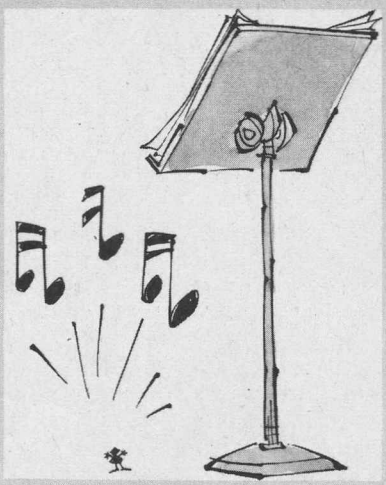


golf links

humbug

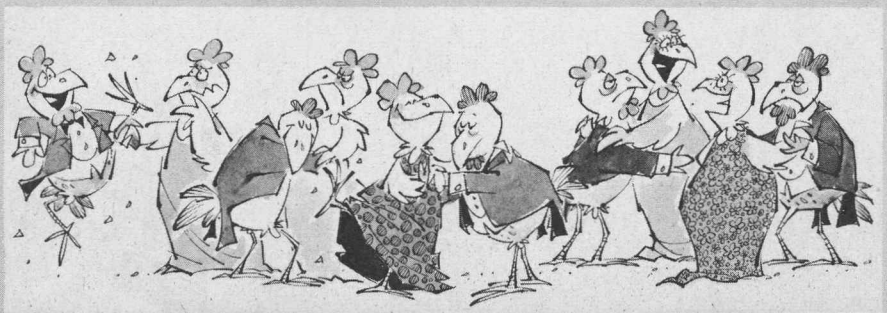
rumpus

fleecing



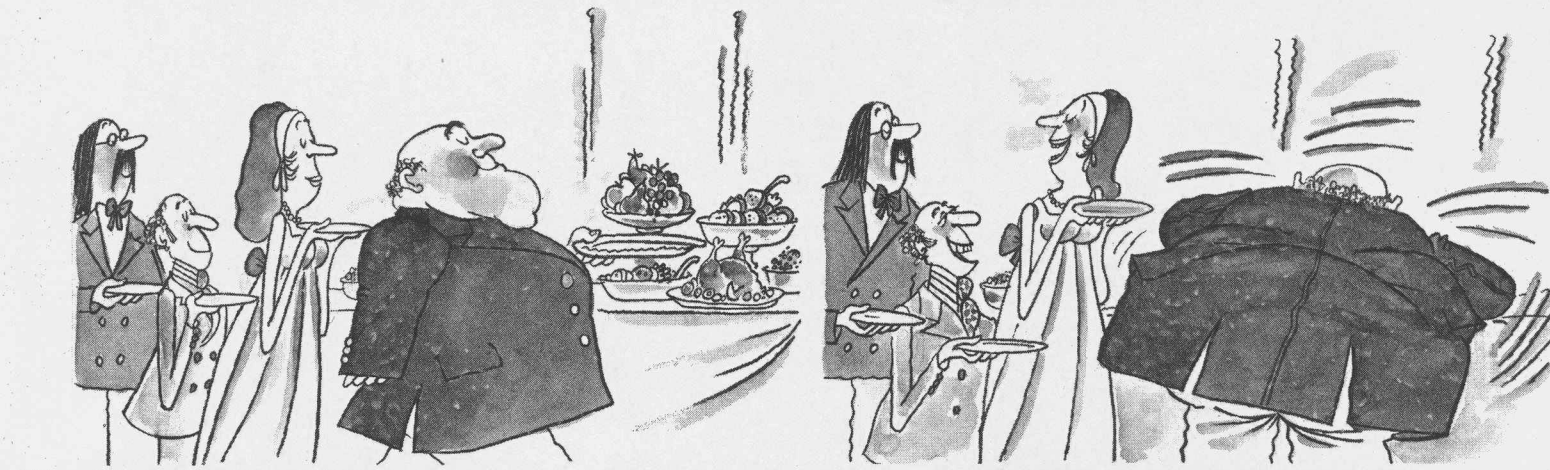
lovable

foul ball



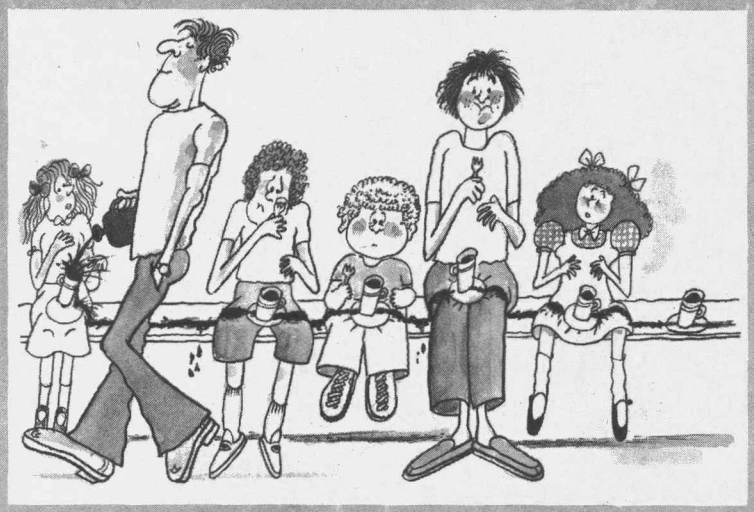
LAPPING IT UP DEPT.

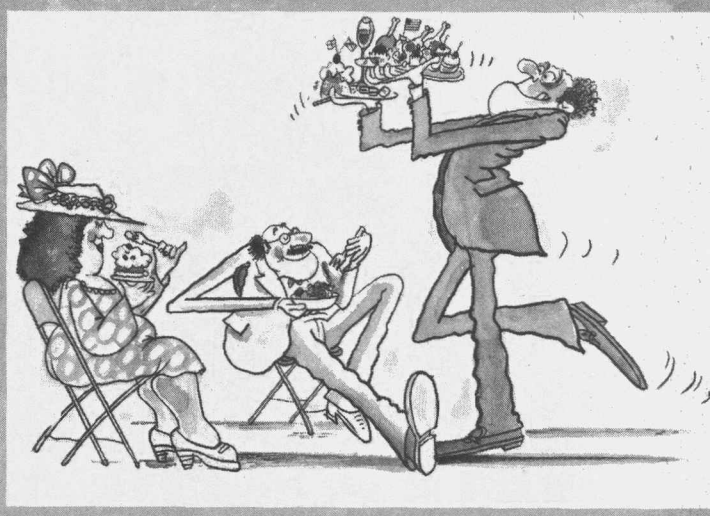
MAD GOES TO A

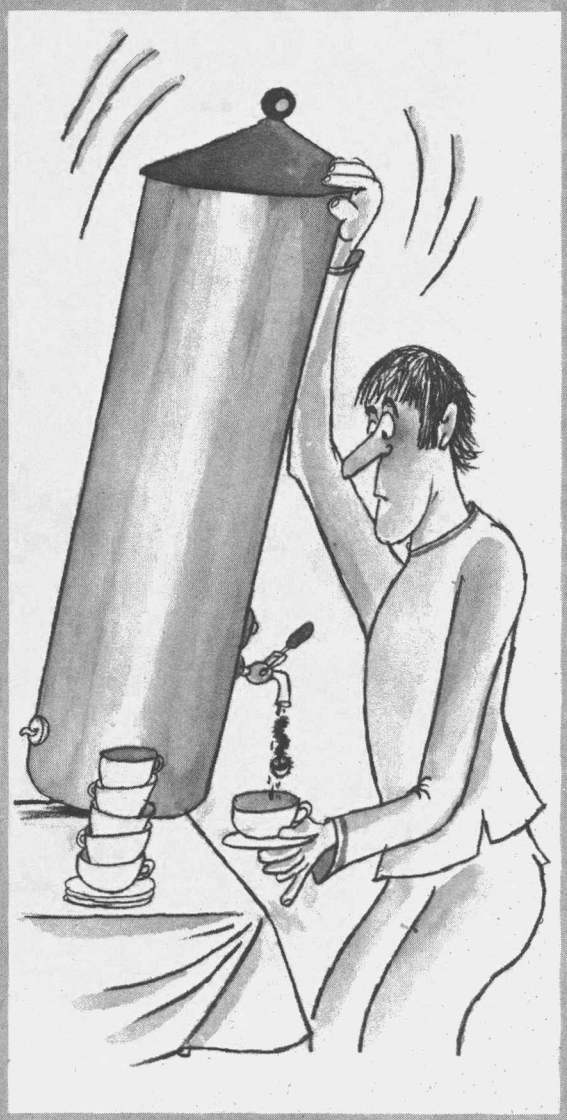


BUFFET SUPPER

ARTIST & WRITER: PAUL PETER PORGES







PORTÉS

U.S.

WESTHILL
PIG FARM
HILL
FARM

THE "RED" BADGE OF COURAGE DEPT.

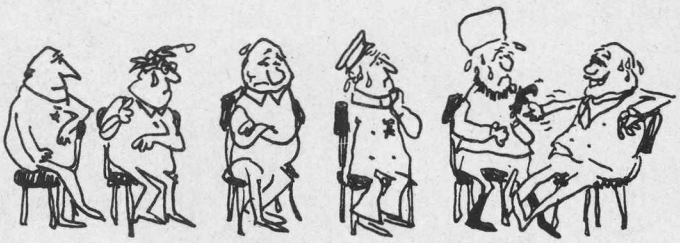
RUSSIAN "RUSSIAN ROULETTE"

ARTIST & WRITER: SERGIO ARAGONES

1

2

3



4

5

6

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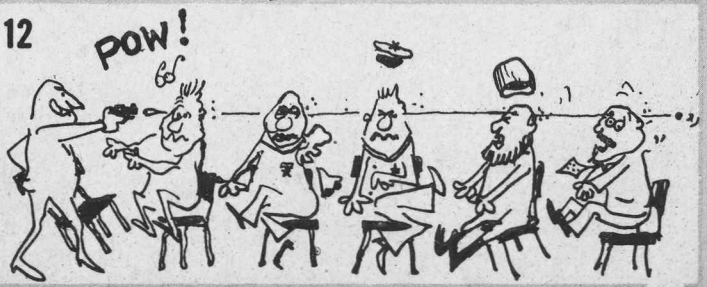
10

11

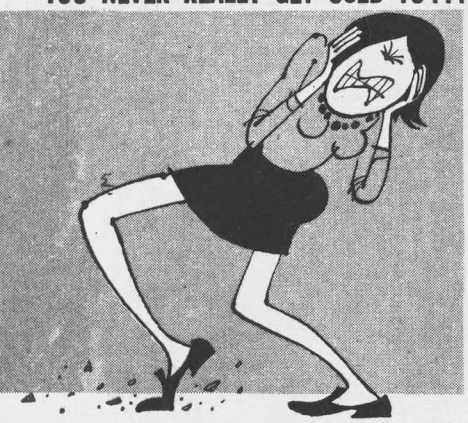
12



QUEASY DOES IT DEPT.

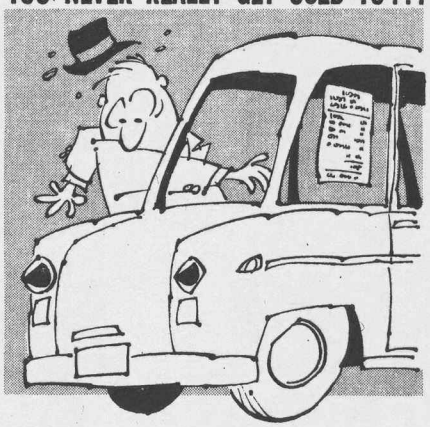
YOU NEVER REALLY

YOU NEVER REALLY GET USED TO . . .



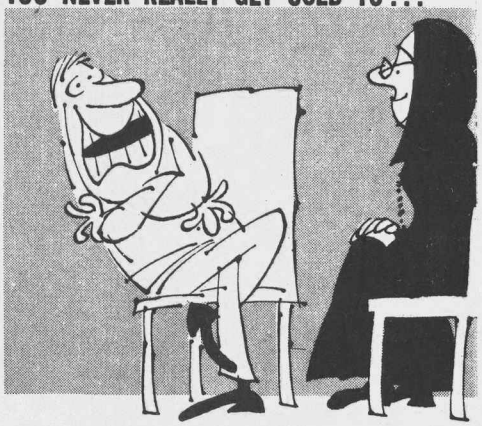
. . . the scrunchie sound that big black bugs make when you step on them!

YOU NEVER REALLY GET USED TO . . .



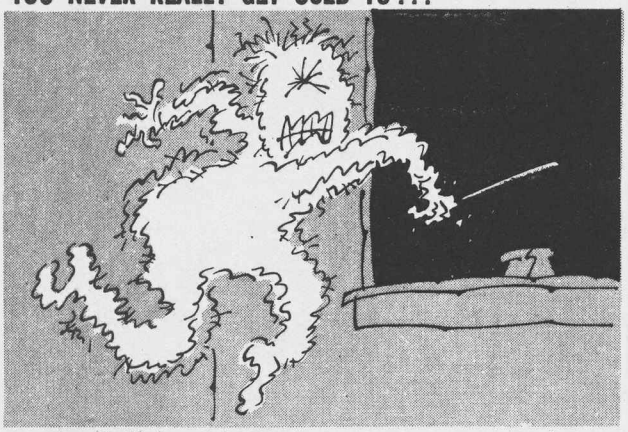
. . . discovering that first tiny scratch on your brand new car!

YOU NEVER REALLY GET USED TO . . .



. . . trying to carry on a casual conversation with a nun!

YOU NEVER REALLY GET USED TO . . .

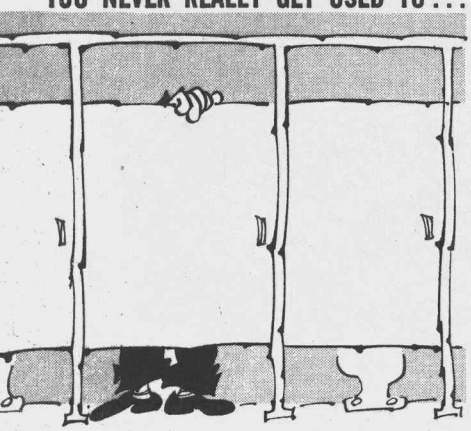


. . . the chalk breaking and your fingernails scraping across the blackboard!

YOU NEVER REALLY GET USED TO . . .

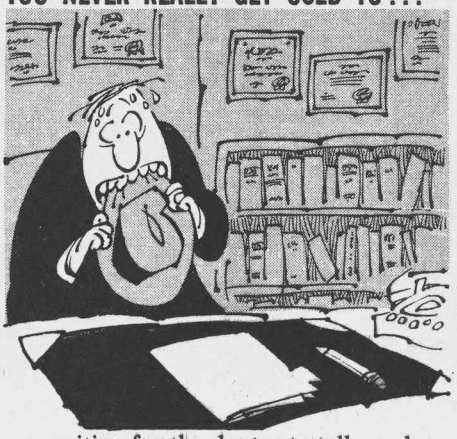
. . . the fact that foreigners can't be made to understand English better if you yell at them!

YOU NEVER REALLY GET USED TO . . .



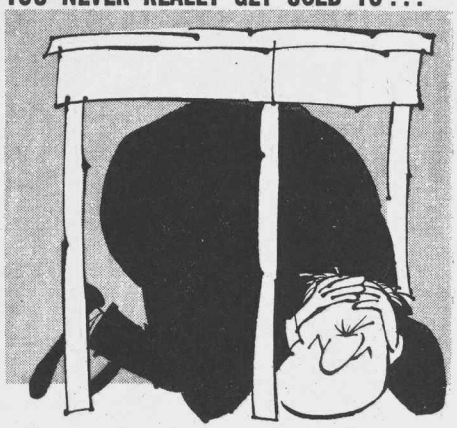
. . . public rest room booths that cannot be locked from the inside!

YOU NEVER REALLY GET USED TO . . .



. . . waiting for the doctor to tell you how your medical tests and x-rays came out!

YOU NEVER REALLY GET USED TO . . .

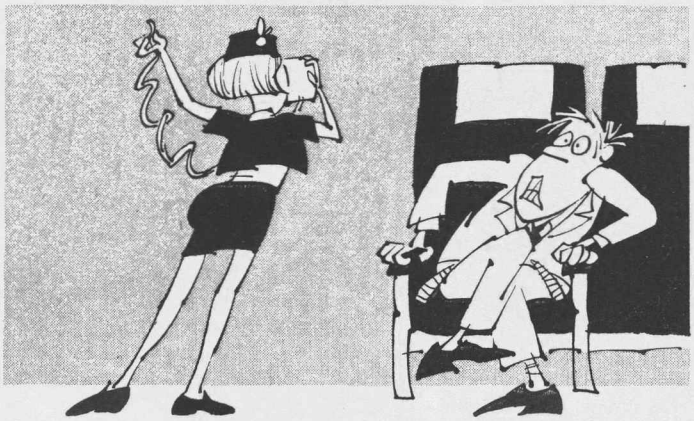


. . . the regular weekly test of your neighborhood air raid siren!

GET USED TO...

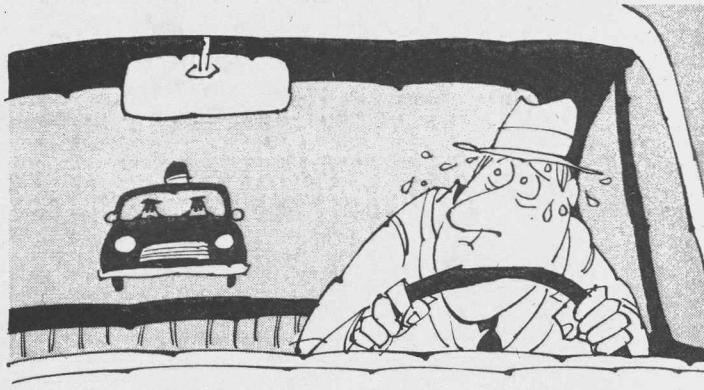
ARTIST:
PAUL COKER, JR.
WRITER:
TOM KOCH

YOU NEVER REALLY GET USED TO...



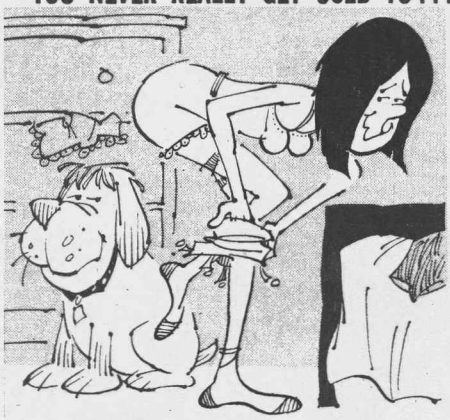
. . . watching an airline stewardess demonstrate how to use the emergency oxygen equipment!

YOU NEVER REALLY GET USED TO...



. . . seeing a police car in the rear-view mirror, even when you know you aren't doing anything wrong!

YOU NEVER REALLY GET USED TO...

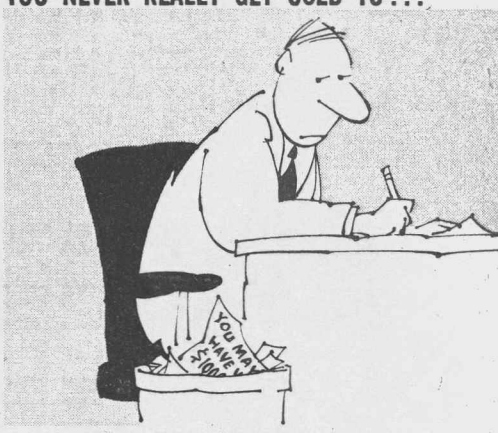


. . . having a dog watch you get undressed!

YOU NEVER REALLY GET USED TO...

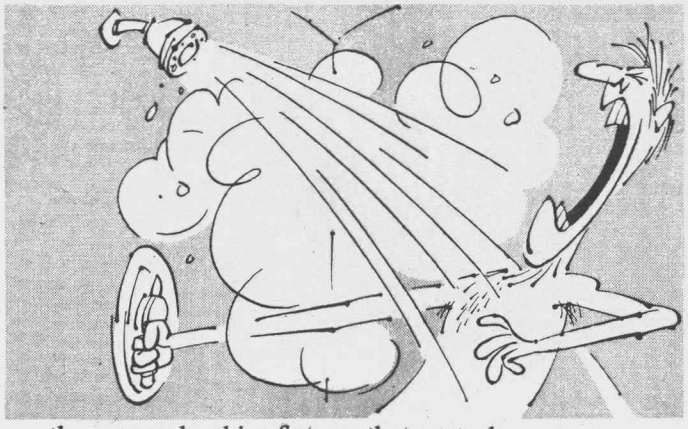
. . . being informed that "the Dentist is ready for you, now!"

YOU NEVER REALLY GET USED TO...



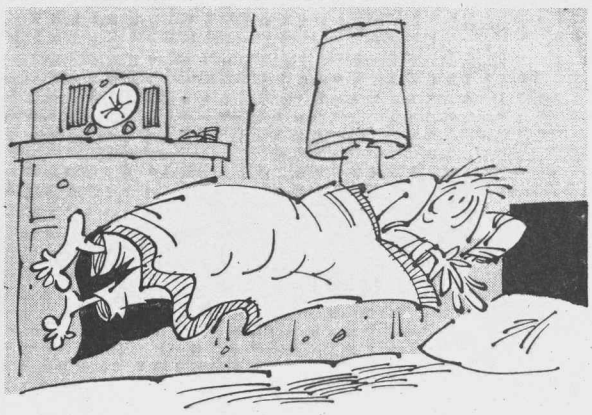
. . . throwing away junk mail that says you *may* have already won $100,000!

YOU NEVER REALLY GET USED TO...



. . . those new plumbing fixtures that control the water temperature with just one faucet!

YOU NEVER REALLY GET USED TO...



. . . having your radio-alarm go off while an Ethel Merman record is playing!

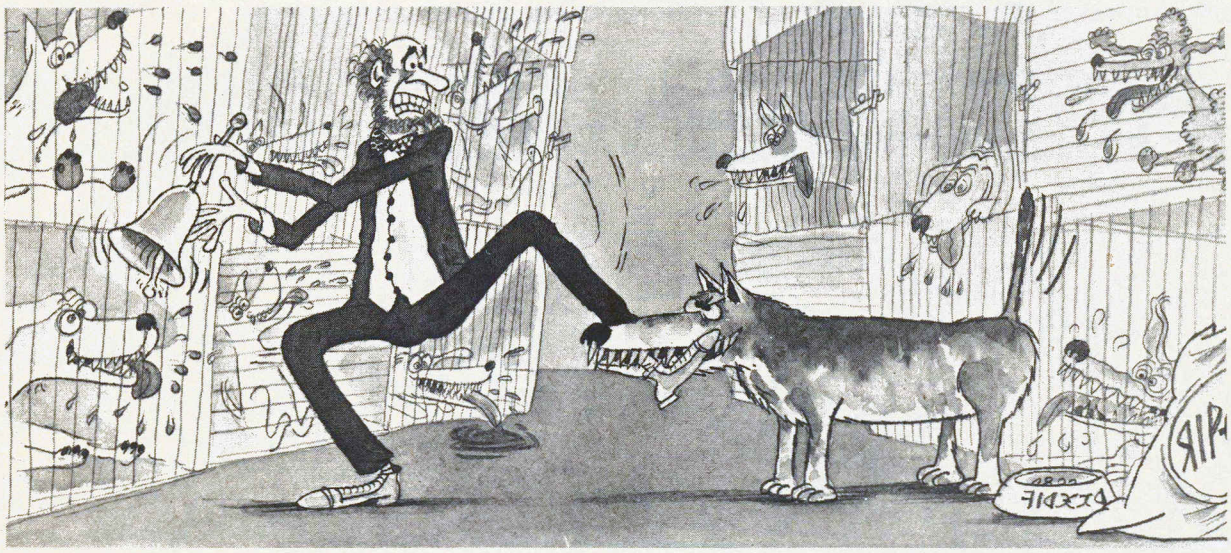
CANDID MAD HISTORICAL

GOOD-NATURED HORSEPLAY DURING NAPOLEON'S RETREAT

IVAN THE TERRIBLE AS A CHILD

SNAPSHOTS OF CELEBRITIES

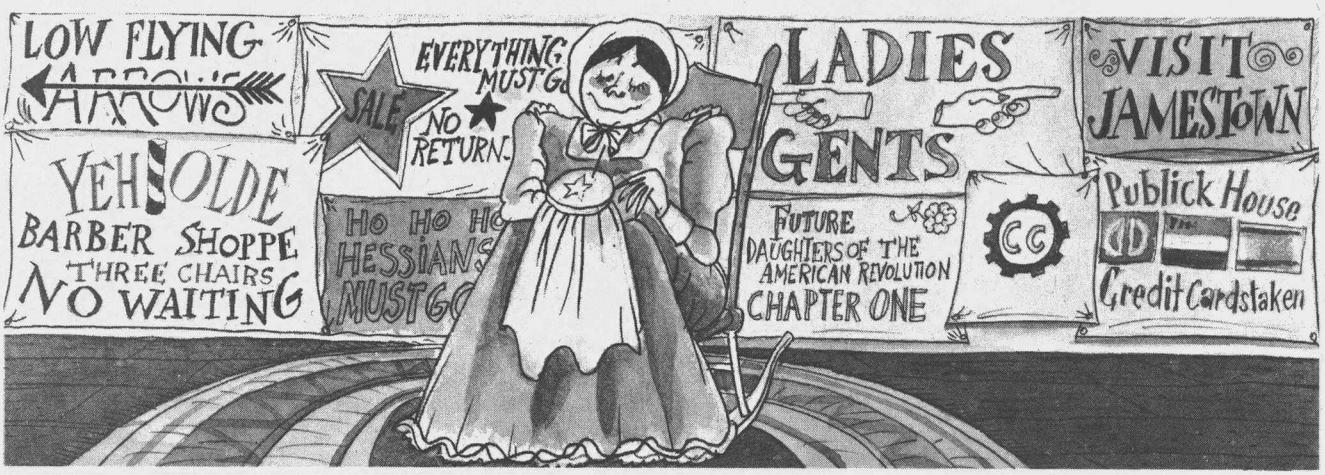
ARTIST & WRITER: PAUL PETER PORGES



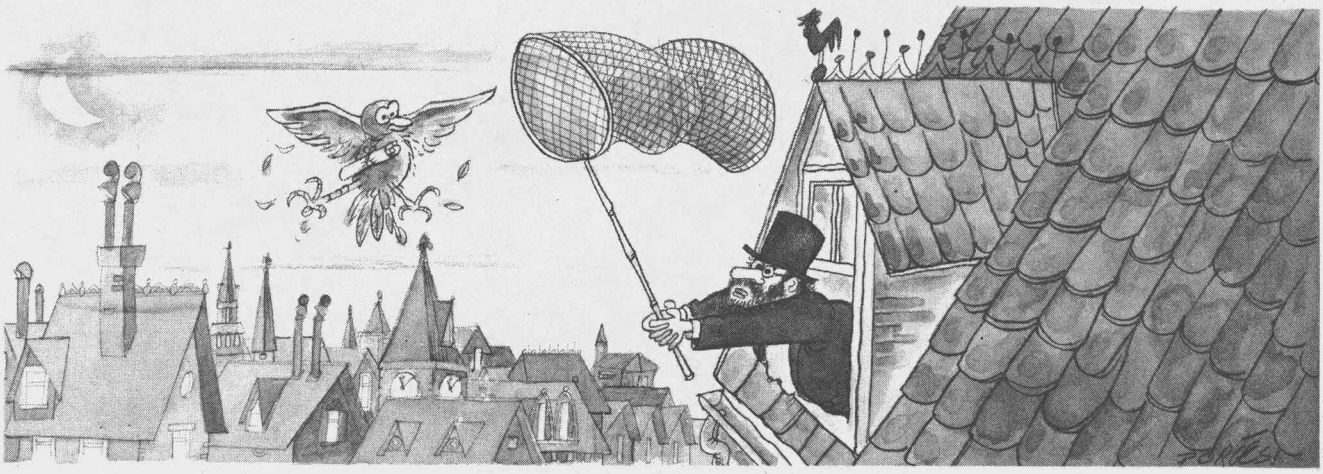
PAVLOV WITH A NON-SALIVATING DOG

ATTILA THE HUN RECRUITING HALF HIS HORDE

BARON VON RICHTHOFEN WORKING AT HIS DESK



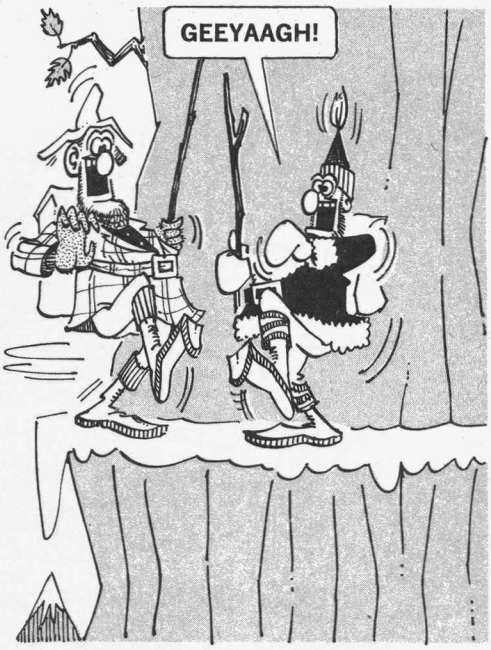
BETSY ROSS AND SOME OF HER OTHER FLAGS

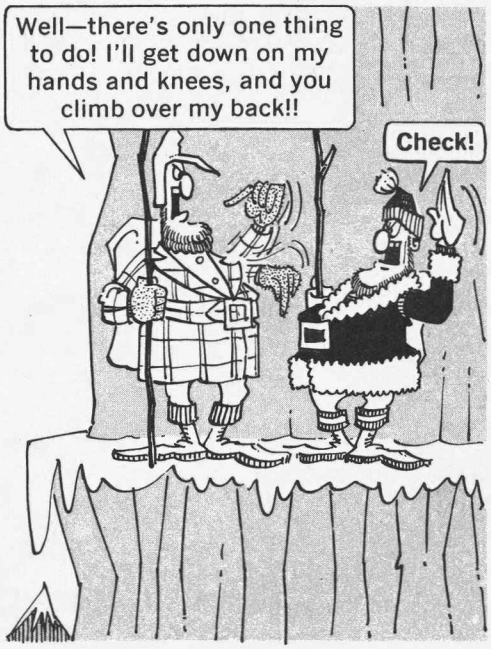


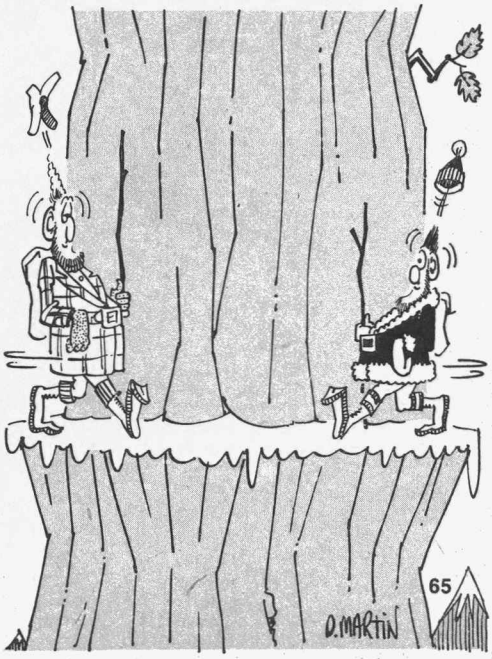
MR. REUTERS TRYING TO CATCH A LATE NEWS BULLETIN

DON MARTIN DEPT. PART V

IN THE KLONDIKE





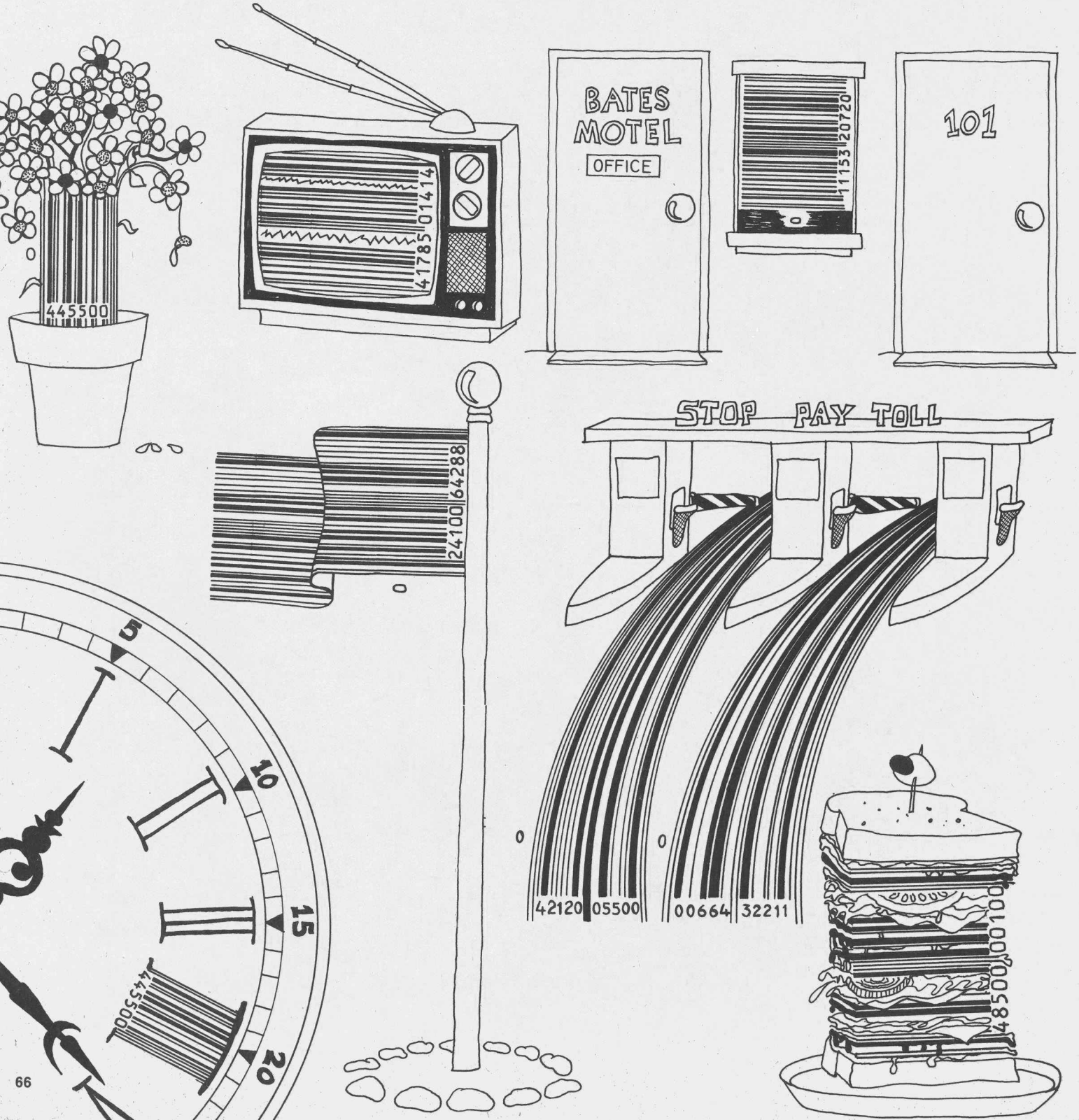


WHEN TAKES

Perhaps you've noticed that more and more groceries and magazines we buy these days are imprinted with this ugly little example of "op-art".

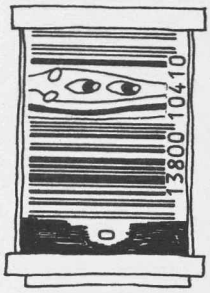
CODE FRONT MOVING IN DEPT.

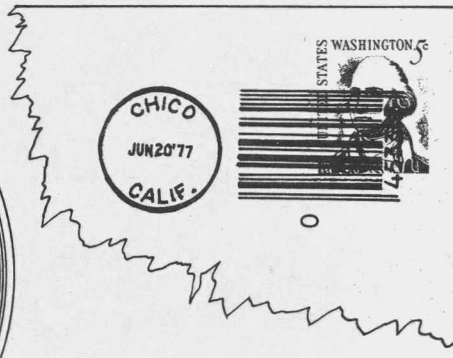
Well, this is the "UNIVERSAL PRODUCTS CODE" symbol. It was designed to enable computers to ring up the prices on your purchase. Someday, the "UPC" symbol will eliminate surly cashiers who take forever, make mistakes and bruise the lettuce! Yep, they'll be replaced by surly machines that take forever, make mistakes and bruise the lettuce. That's progress! And that'll only be the beginning. Here's what we'll see . . .

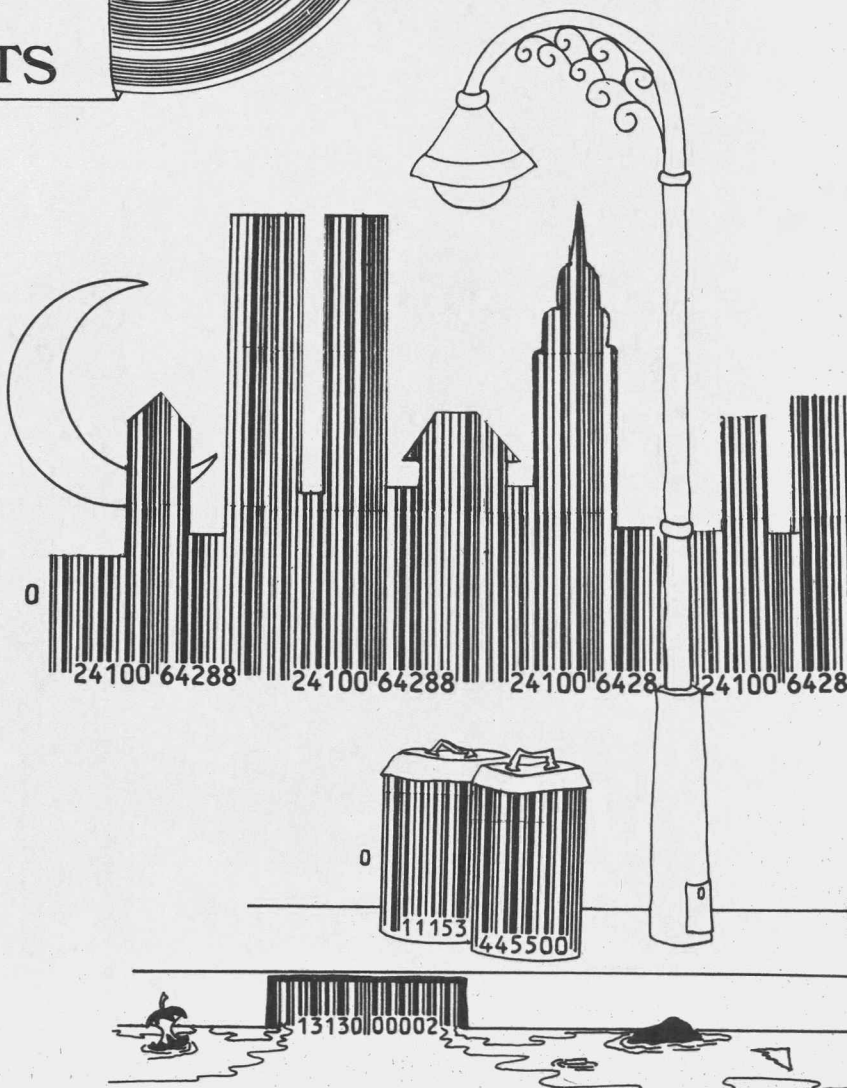


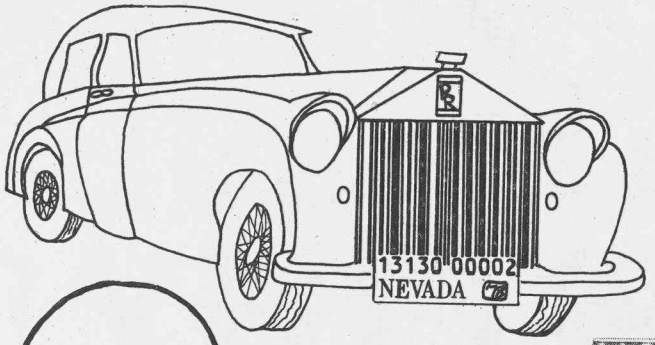
THE "UPC" SYMBOL OVER COMPLETELY

ARTIST & WRITER: HENRY CLARK





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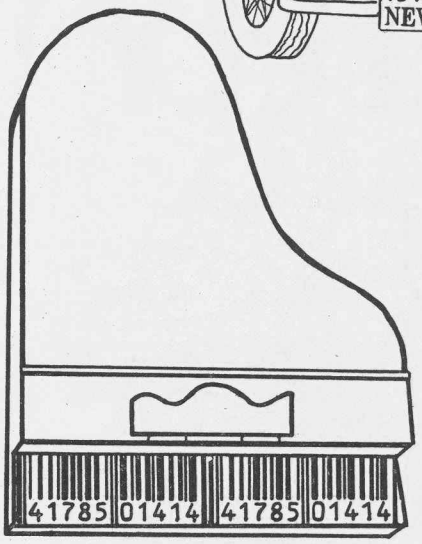
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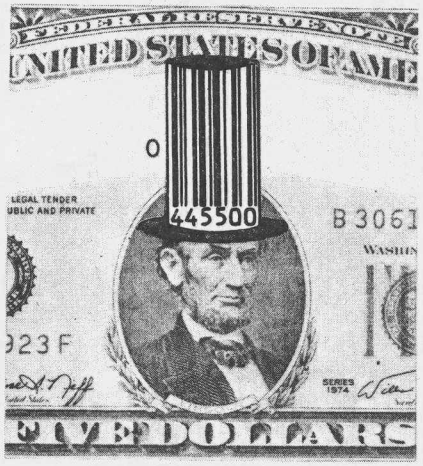
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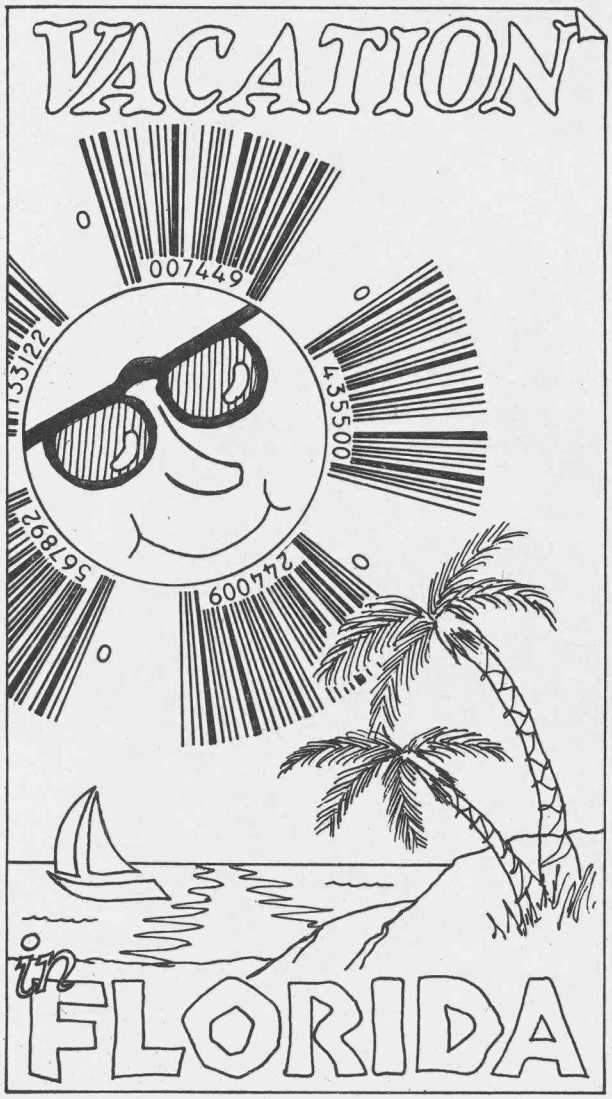
FIVE DOLLARS

IF YOU CAN DRAW A STRAIGHT LINE, YOU CAN EARN BIG MONEY AS A CARTOONIST!
Send Coupon for Details
48500 00100


VACATION
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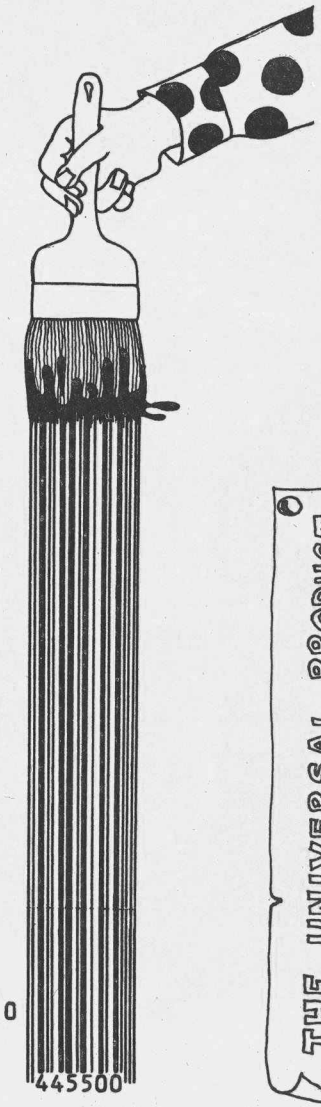
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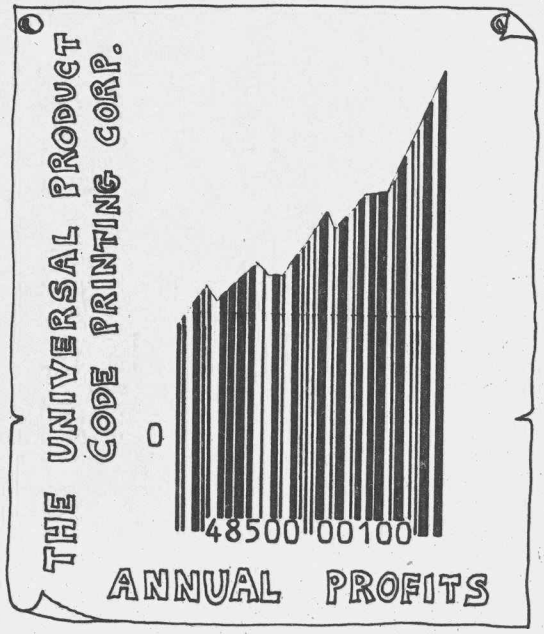

THE UNIVERSAL PRODUCT CODE PRINTING CORP.
48500 00100
ANNUAL PROFITS

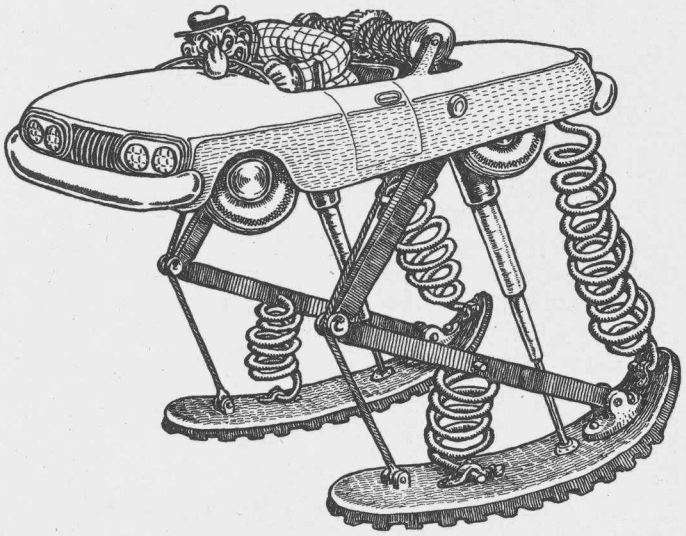
AUTO-SUGGESTION DEPT.

Today, there are two kinds of drivers on America's highways: *The Maniacs* . . . and *The Boy-I'd-Like-To Get-Even-With-Those-Maniacs!* To satisfy the needs of each, MAD commissioned Basil Wolverton to design these special cars which he calls—

WHEELERS

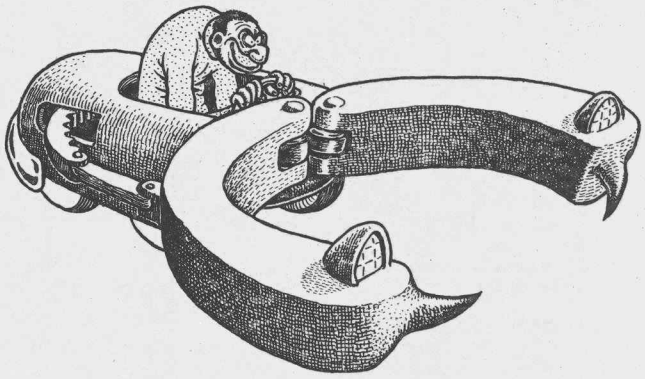
(Some MAD Cars Designed For Maniac Drivers)

THE JACKRABBIT JUMPER



Retractable system of high-tension springs, cables and pneumatic cylinders makes it possible for "Fast Take-off Maniacs" to get the jump on everyone at stops and lights.

THE TIGHT TAILER

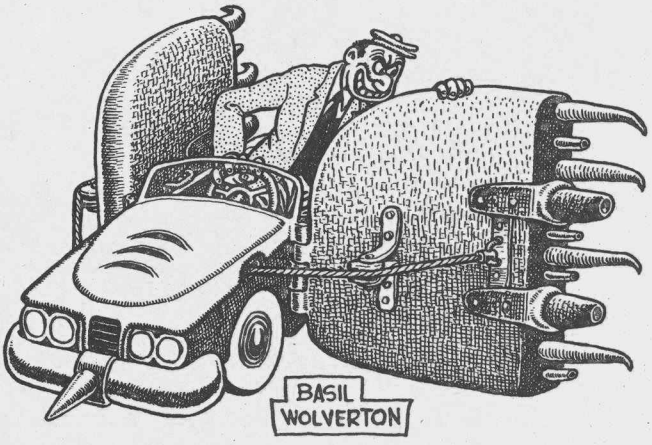


A must model for idiots who insist on following closely at high speeds. Powerful pinch-hooks swing onto victim, making it easy to tail at close range without bumping.

THE AUTOMATIC WEAVER

For imbeciles who love to weave in and out of heavy traffic, this model features a geared steering wheel that automatically swerves the car from one lane to another repeatedly while driver sits back and relaxes.

THE ADJACENT DOOR DESTROYER

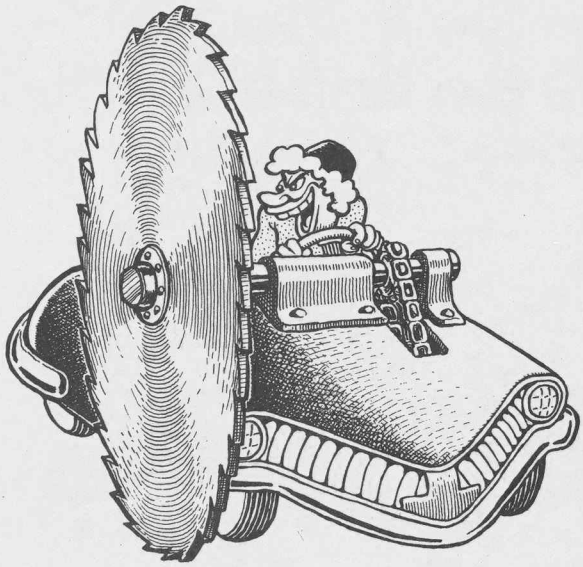


The ultimate for parking lot morons who love to damage the cars next to theirs. Special heavy doors jerk open swiftly, and are equipped with steel gougers, powerful flame throwers, and nozzles for squirting paint remover.

AND DEALERS

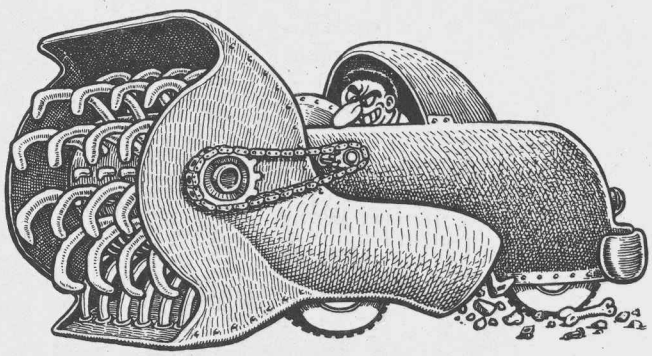
(Some MAD Cars Designed To Get Even With Maniac Drivers)

THE PARKING LOT SPACE-HOG SAWER



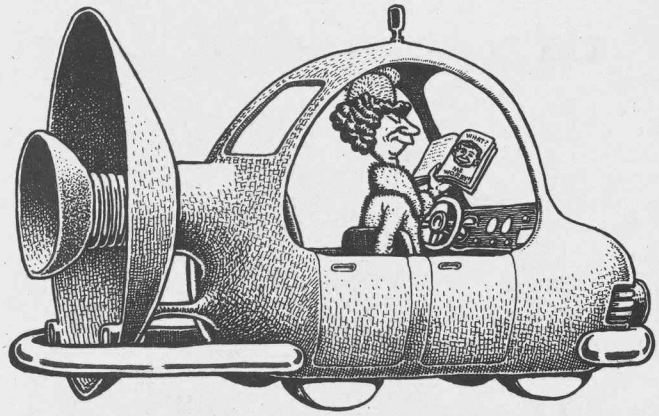
Next time you come upon one of those idiots taking up two spaces in a crowded parking lot, your problem is solved. Heavy circular saw geared to car motor insures ample space for your own car by removing any obstacle.

THE ROAD-HOG PLOWER



No need to fear that "Maniac Road-Hog" with this model. Just plow right into him. Powerful steel teeth eliminate threat once and for all by grinding everything to bits.

THE HORN-BLASTER BLASTER



This dream-car is designed to take revenge on imbeciles who come up behind you and start blasting their horns. Microphone on top picks up honking, which is amplified by equipment in soundproof body, and then blasted back through giant rear speakers with ear-splitting volume.

THE HIGH-BEAMER BLINDER

Night drivers who have been tortured by those morons who refuse to dim their lights will flip over this new model. Super generator supplies power to battery of lights that flick on at touch of a switch, driving offender off road.

WHAT NATURE NEVER TORTOISE DEPT.

MAD SALUTES ONE OF OUR UNSUNG HOUSEHOLD PETS:

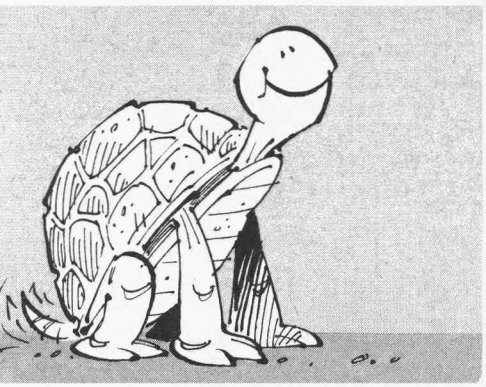
THE TURTLE

ARTIST:
PAUL COKER

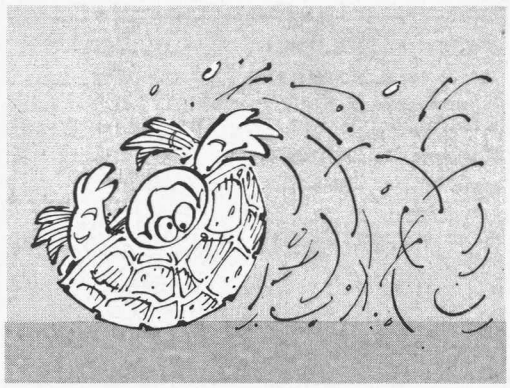
WRITER:
PAUL PETER PORGES

EXCITING TRICKS TURTLES CAN DO...

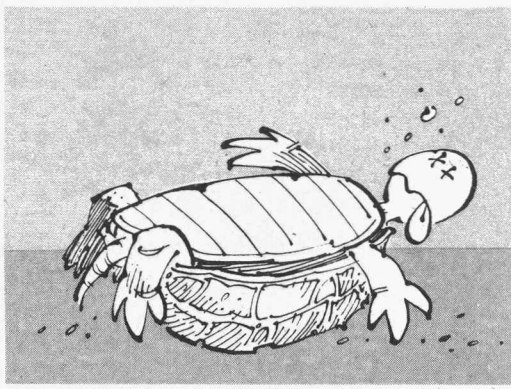
SIT!



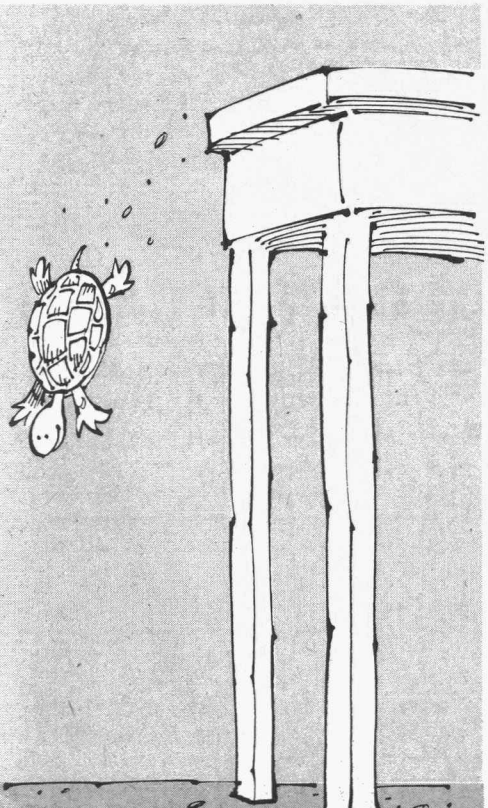
ROLL OVER!



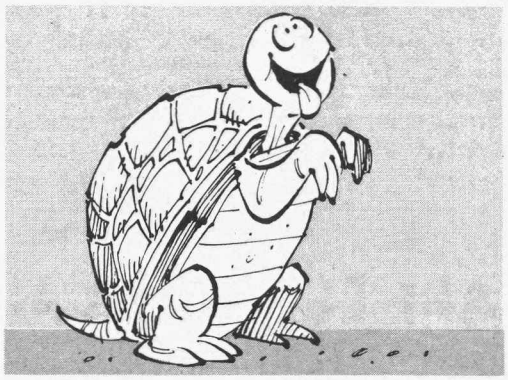
PLAY DEAD!



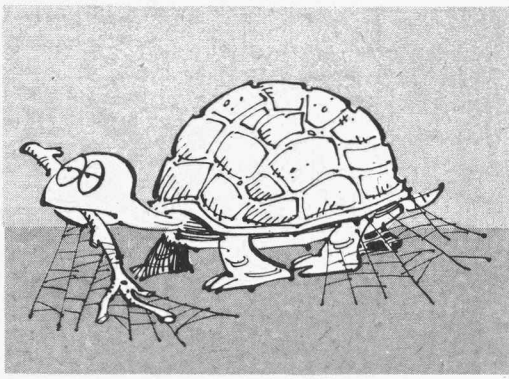
JUMP!



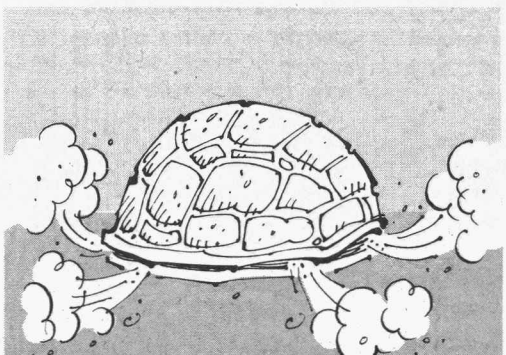
BEG!



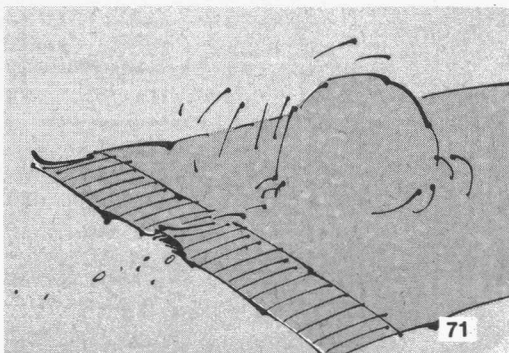
FETCH!



STAY!

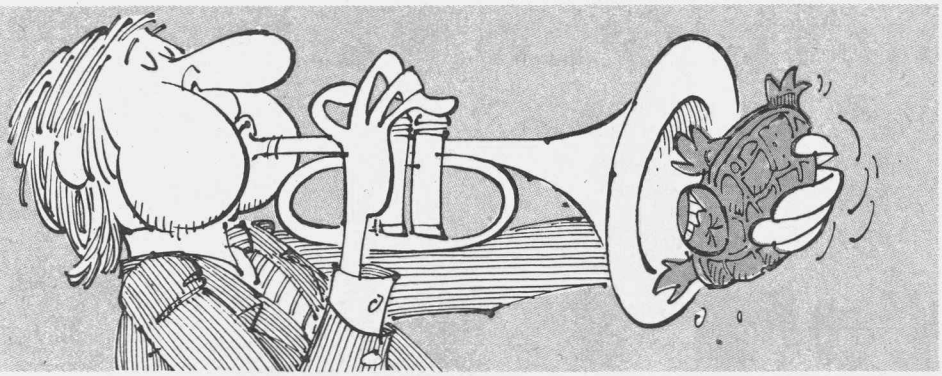


HIDE!

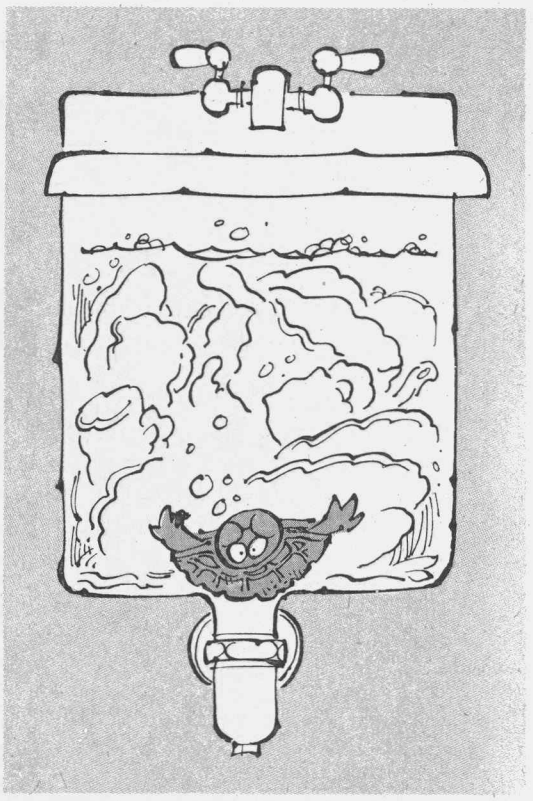


TURTLES ARE GREAT TO HAVE AROUND THE HO

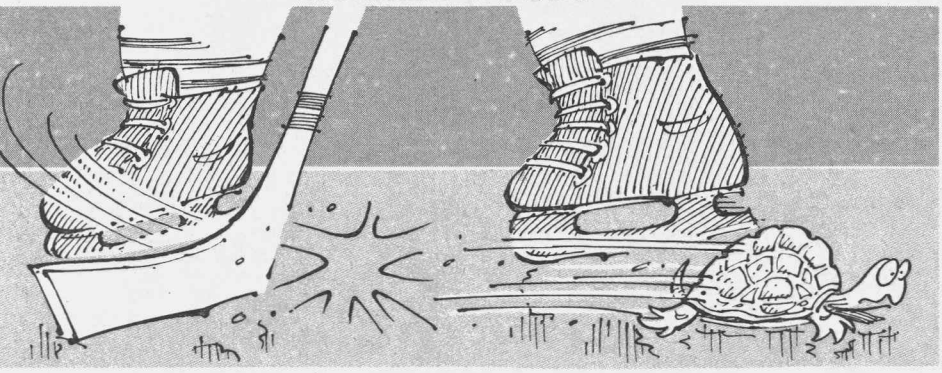
TRUMPET MUTES



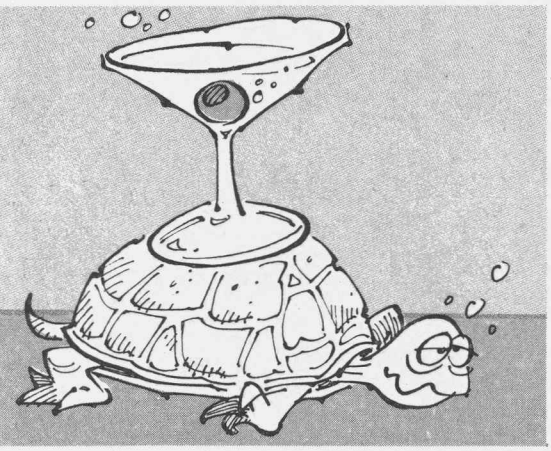
SINK STOPPERS



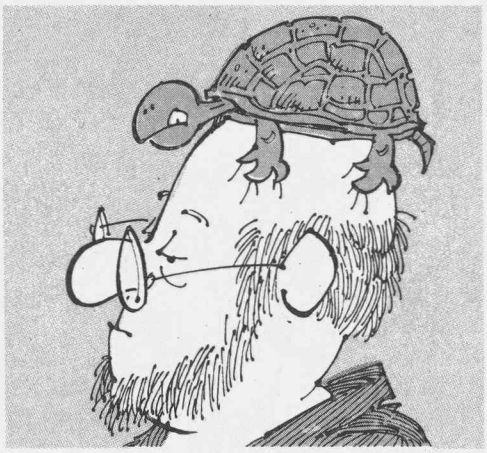
HOCKEY PUCKS



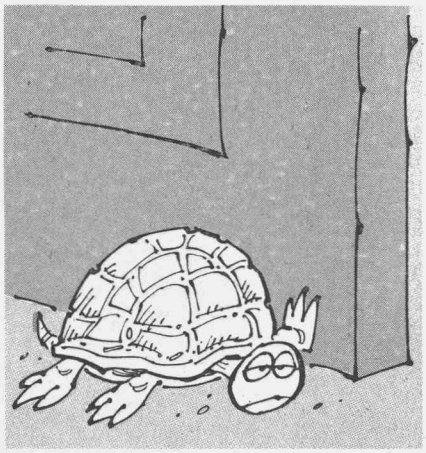
DECORATIVE COASTERS



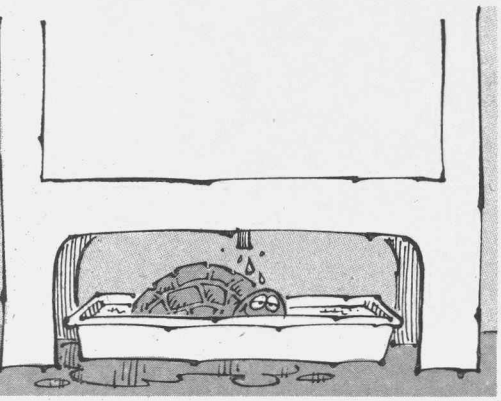
NON-SLIP SKULL CAPS



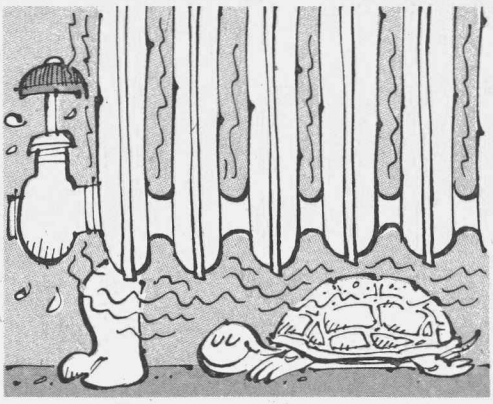
DOOR STOPS



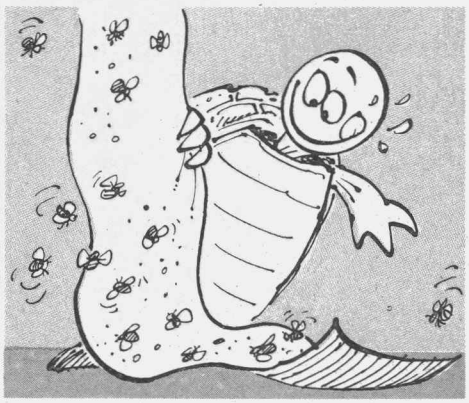
TURTLES ARE ECONOMICAL TO OWN BECAUSE



TURTLE'S SUMMER HOME



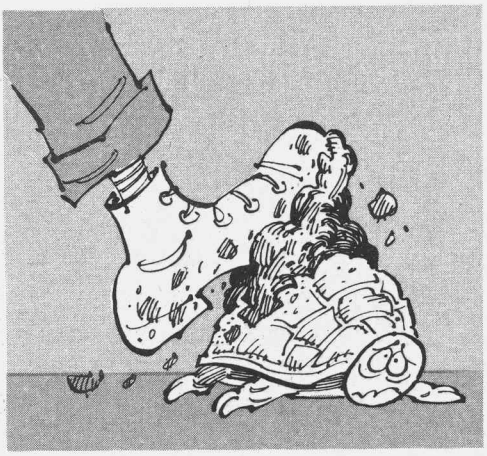
TURTLE'S WINTER HOME



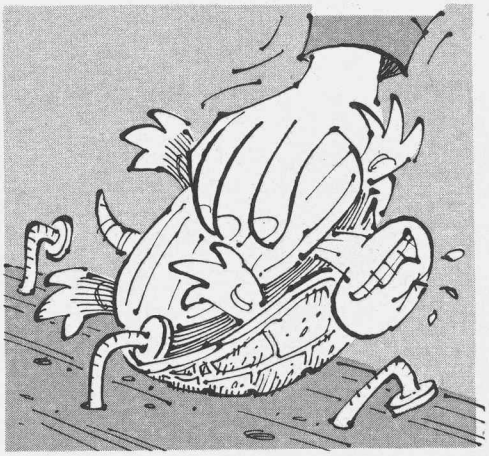
TURTLE FEEDER

USE BECAUSE THEY'RE VERY USEFUL AS

MUD SCRAPERS

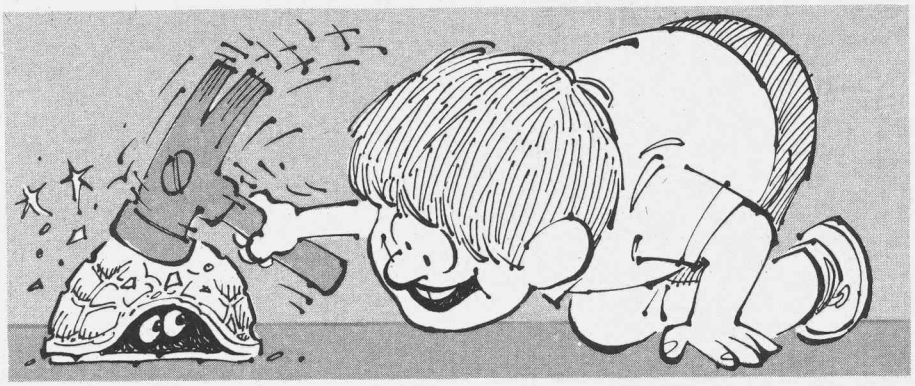


BENT NAIL REMOVERS



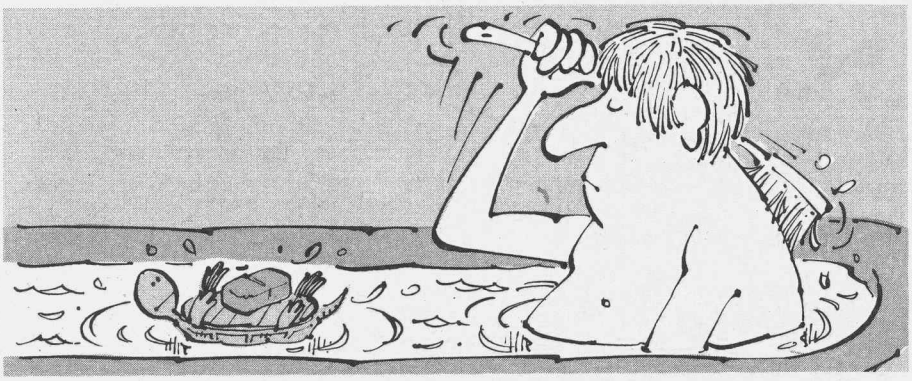
MATCH STRIKERS

BABY SITTERS

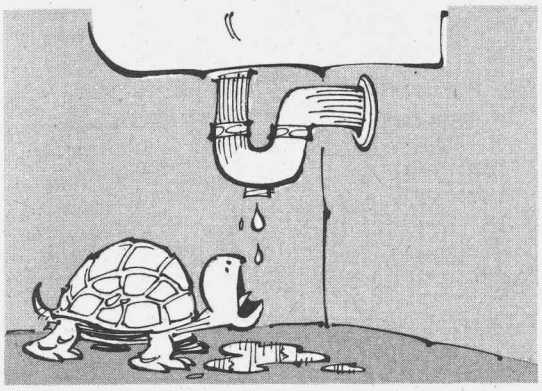


PRACTICE GOLF TEES

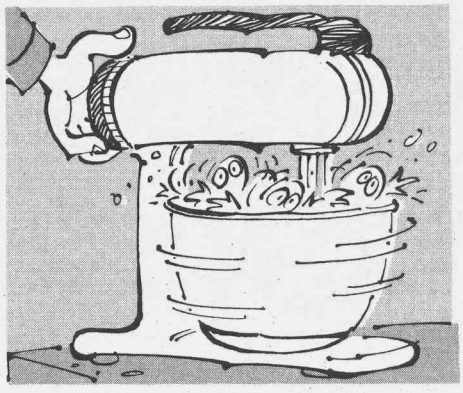
FLOATING SOAP DISHES



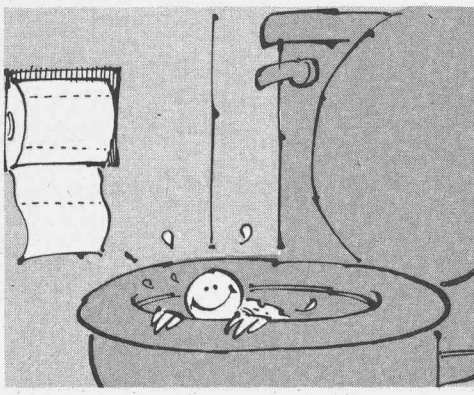
THEY DON'T NEED EXPENSIVE ACCESSORIES



TURTLE DRINKING FOUNTAIN

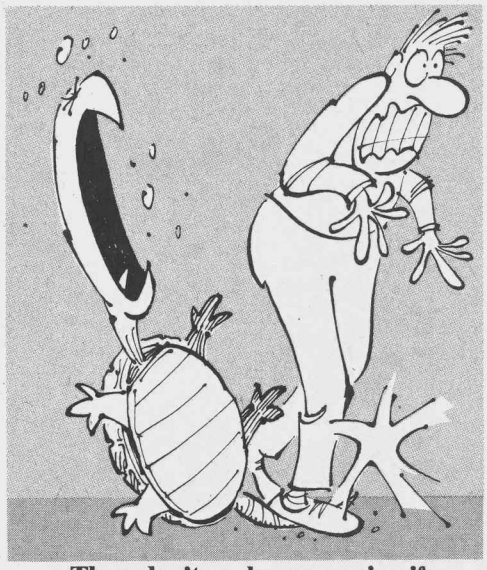


TURTLE EXERCISER

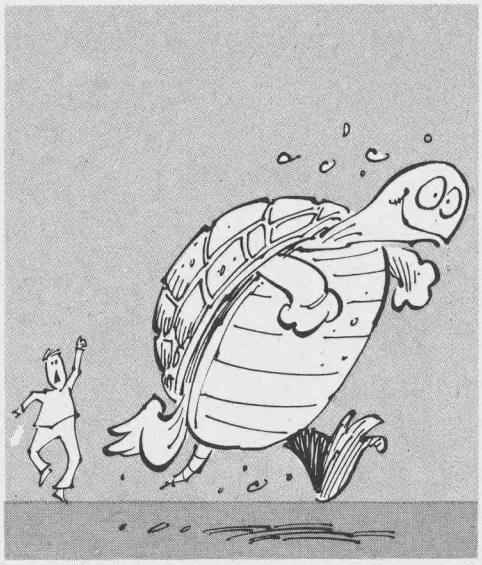


TURTLE SWIMMING POOL

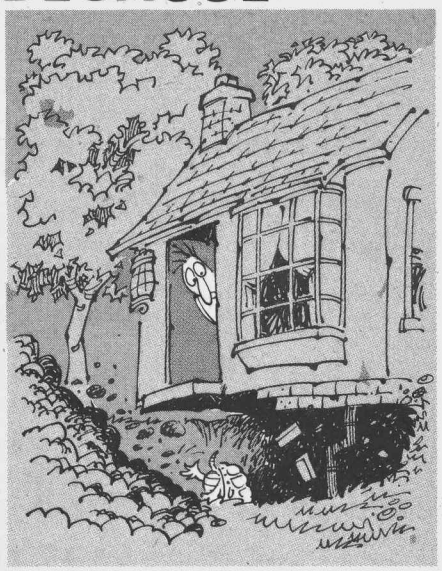
TURTLES MAKE GREAT PETS BECAUSE



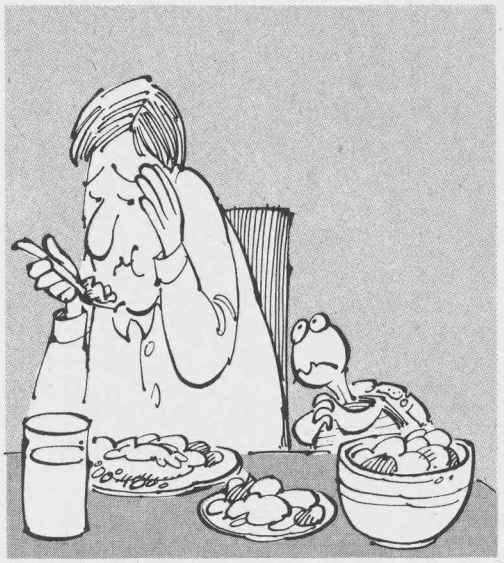
They don't make any noise if you accidentally step on them!



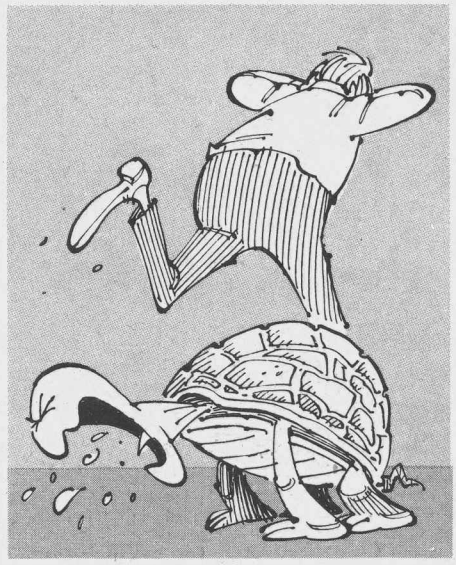
They don't run away . . . and if they do, they're so slow, they don't get very far!



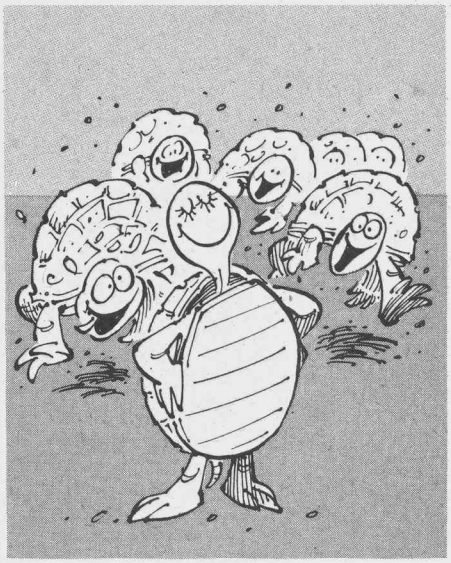
They don't dig holes in your neighbors' lawns!



They don't beg for food when you eat!

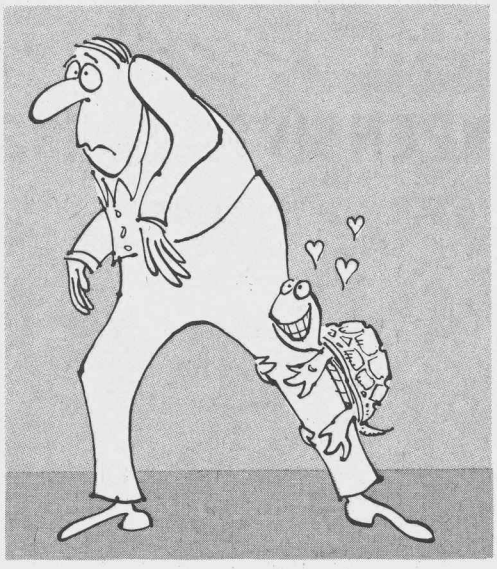


They don't choke on hairballs



They don't need to be spayed!

They don't need to be walked outdoors in rotten weather!

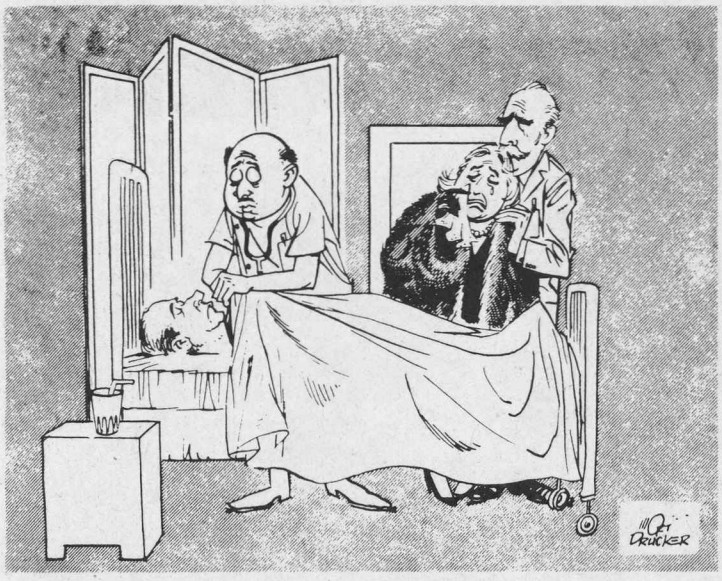


They don't jump in your lap, or rub against your leg in a horny fashion.

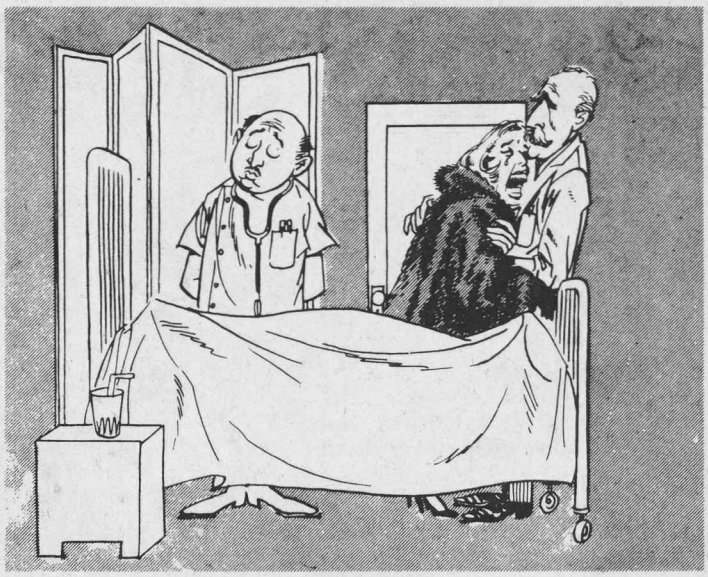
They don't have to sleep in bed with you during a thunderstorm!

Scenes We'd Like to See

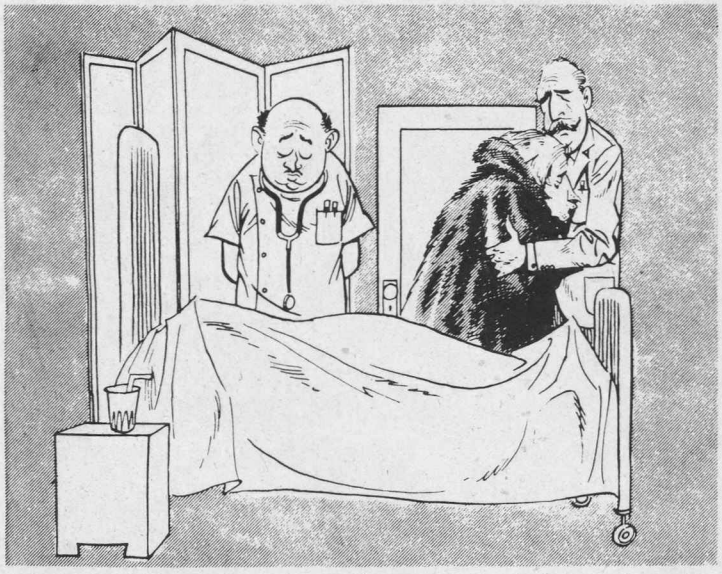
The Doctor's Pronouncement.

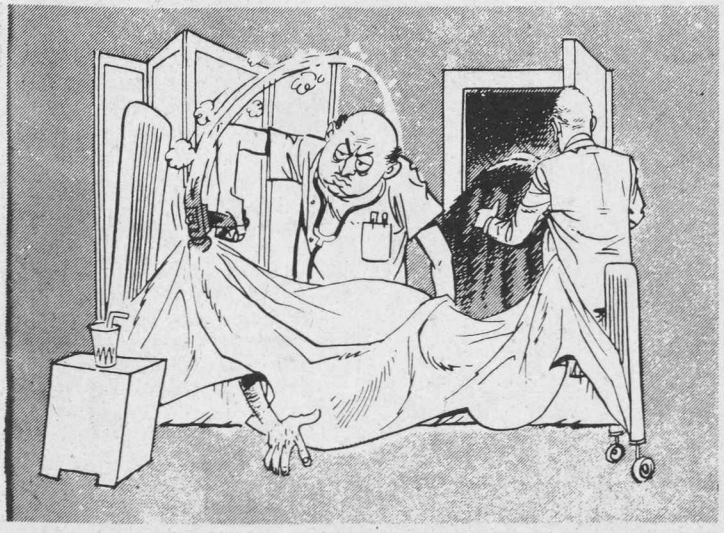


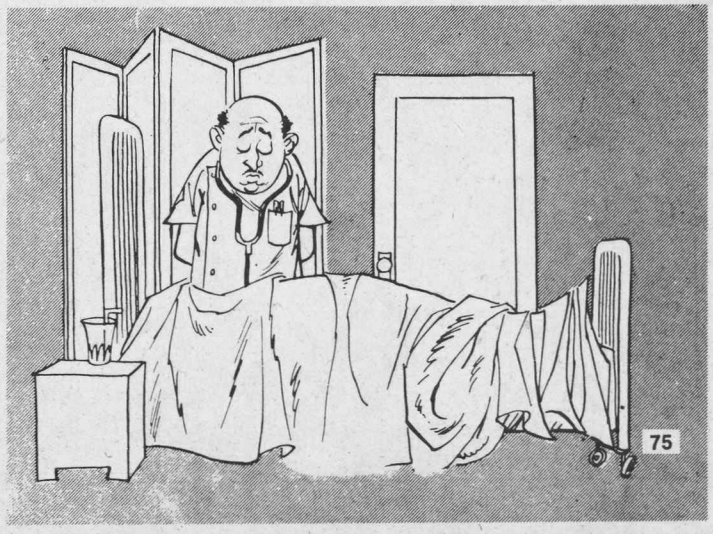
WRITER: AL JAFFEE



ARTIST: MORT DRUCKER





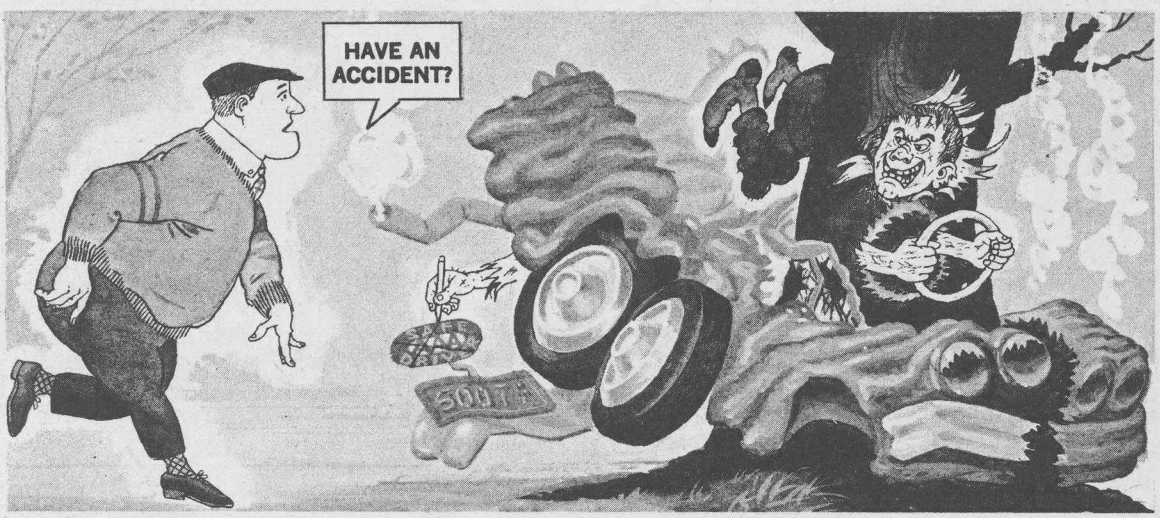


**A Play about *Pavlov's Experiments with Dogs* called "Bell, Bark and Kennel"

PUT YOUR FUNNY WHERE YOUR MOUTH IS DEPT.

Are you plagued by clods who ask stupid questions? We mean the kind of questions to which the answers are painfully obvious. Doesn't it drive you nuts to have to give such answers? Don't you wish you could come up with snappy answers that would put these dolts down, like the comics on TV always do? Well, you can! All you need is a sense of humor, a little practice, and a mean, rotten disposition. You also need to convince yourself that there is

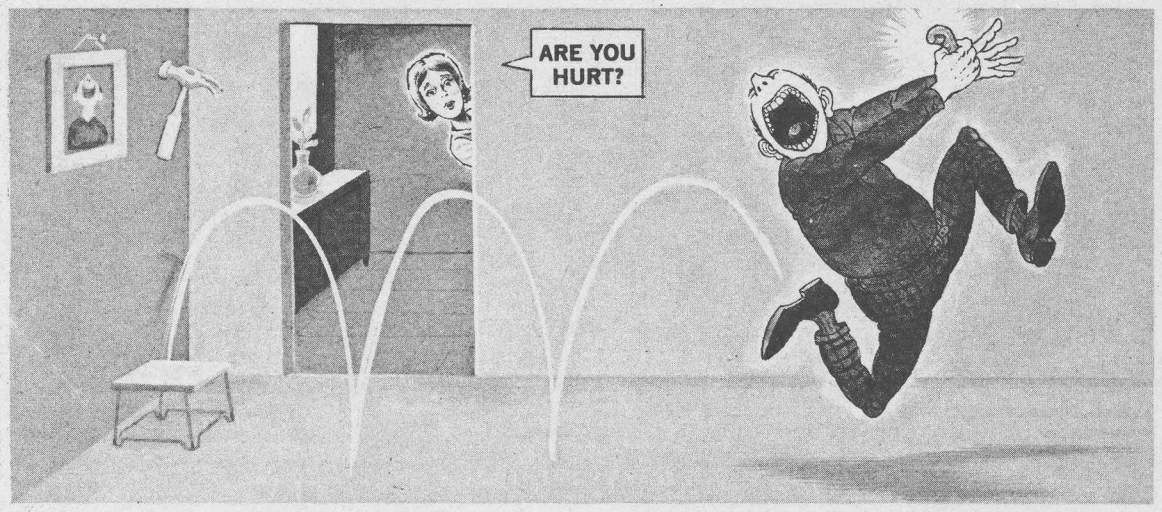
MAD'S SNAPPY ANSWERS



No, thanks! I already **have** one!

No, I'm a **modern sculptor!**

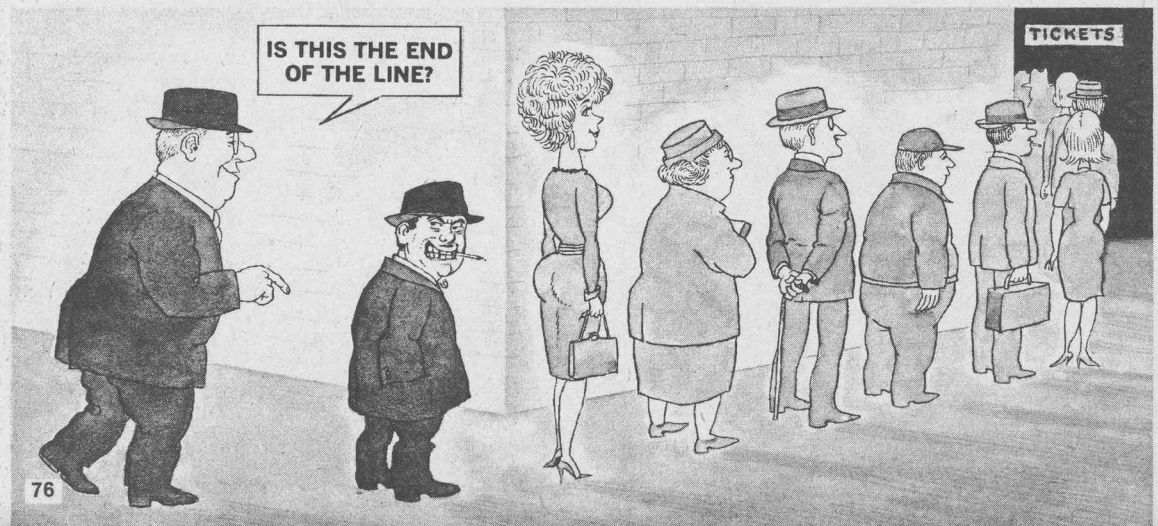
No, I'm **starting a junk yard!**



No, I'm doing **The Frug!**

No, I'm studying to be a **kangaroo!**

No, I'm **hitchhiking** to the **bathroom!**



No, it's the **beginning!** We're all **facing backwards!**

No, it's the end of a **freight train,** and **I'm** the **caboose!**

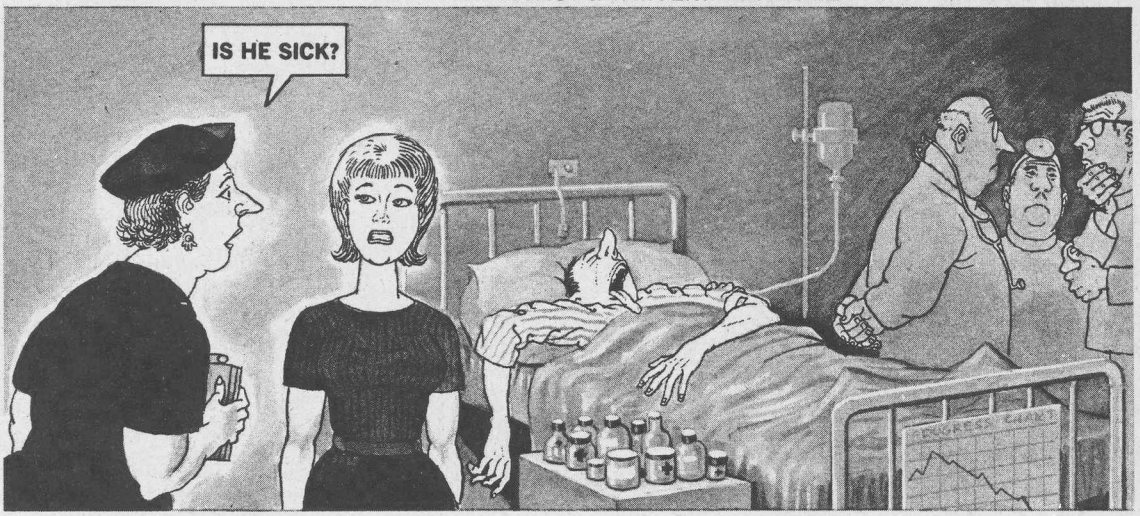
No, it's a group of **casual strollers,** who, by some **fantastic coincidence,** have come to stand one behind the other at this **one spot!**

---

nothing worse than stupid clods who ask pointless unnecessary questions. Is that clear? Do you undertand what we mean? Are we getting the point of this article across to you? Isn't this the perfect time to come up with one of them snappy answers? Okay! Study the typical situations on these pages and practice giving the snappy answers we've printed. Then start making up your own. Before long you'll see how gratifying it is to humiliate people with . . . .

TO STUPID QUESTIONS

ARTIST & WRITER: AL JAFFEE



No, he's resting up for his **World Championship fight** tonight!

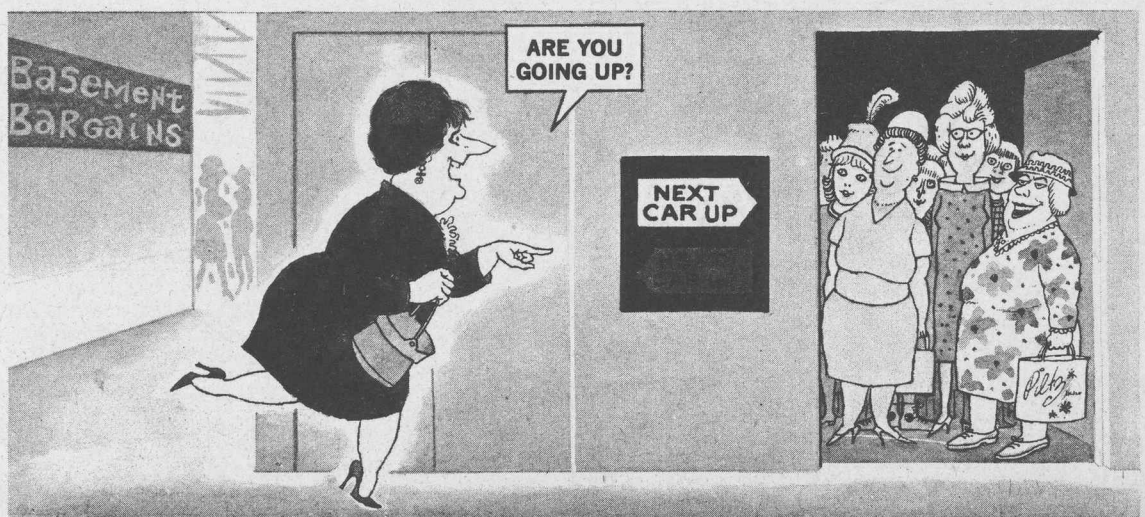
No, he's rehearsing a new **comedy routine!**

No, he's just taking a short **four-week nap!**

No, I **always** shower with my clothes on before I come into the house!

No, I came home by **sewer!**

No, it's **hot** out and I'm **sweating!**



No, we're going to **fool** everybody and go **sideways** this time!

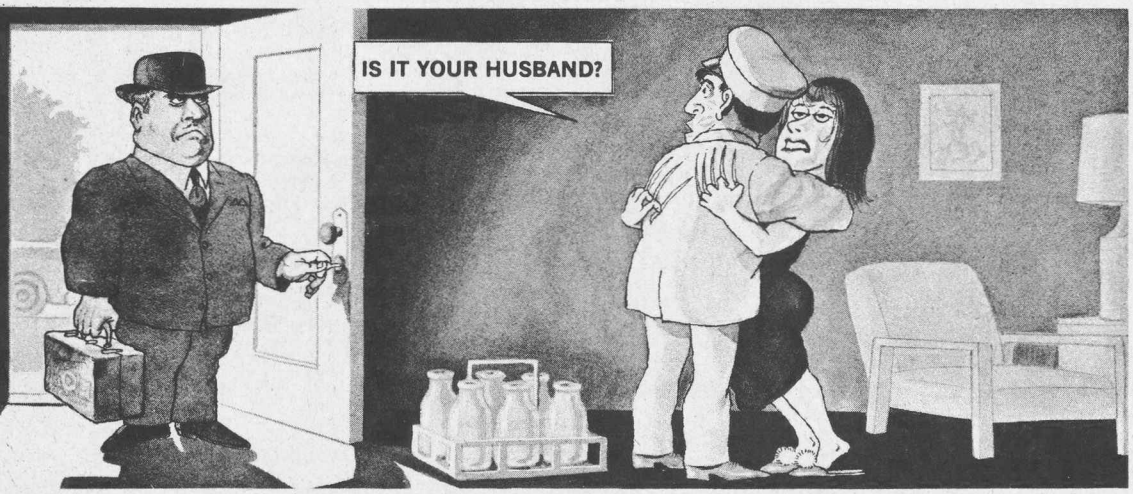
No, **we're** standing **still! You** must be going **down!**

No, this is a **phone booth** and we're trying to see how many college students we can pack **into** it!

No, **tomorrow** I'm doing this with **another** girl!

No, but in time, I'm sure I can **learn** to!

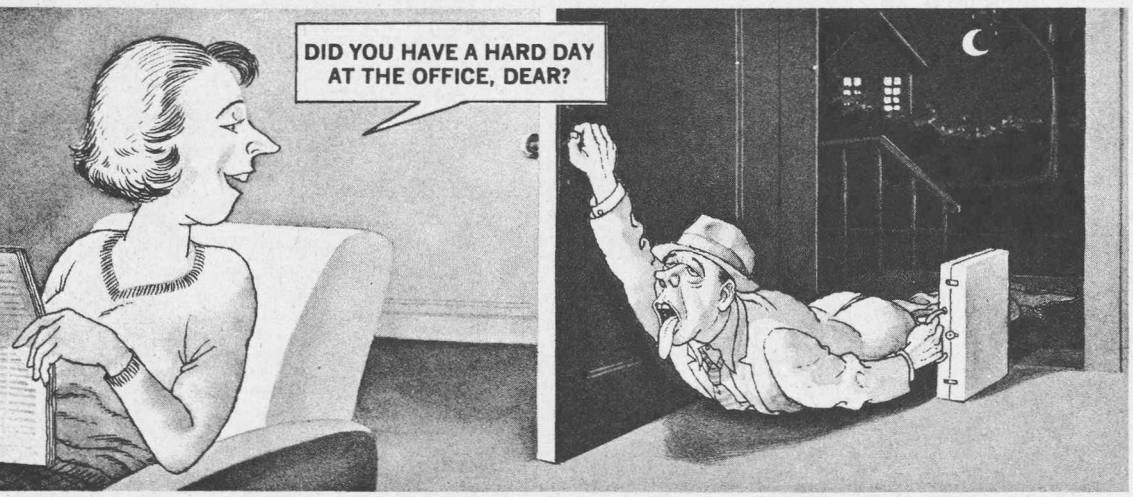
Love—**shmov**—live for the **moment,** I always say!



No, it's **Goldilocks** wondering who slept in her bed!

No, it's **Alan Funt,** and we're on **"Candid Camera"!**

No, it's some two-timed, infuriated, cuckold **total stranger** who's going to **kill** us!



No, I'm just worn out from turning the pages of my **newspaper** on the ride home!

No, it's the **lunchtime cavorting** at the **Playboy Club** that does me in!

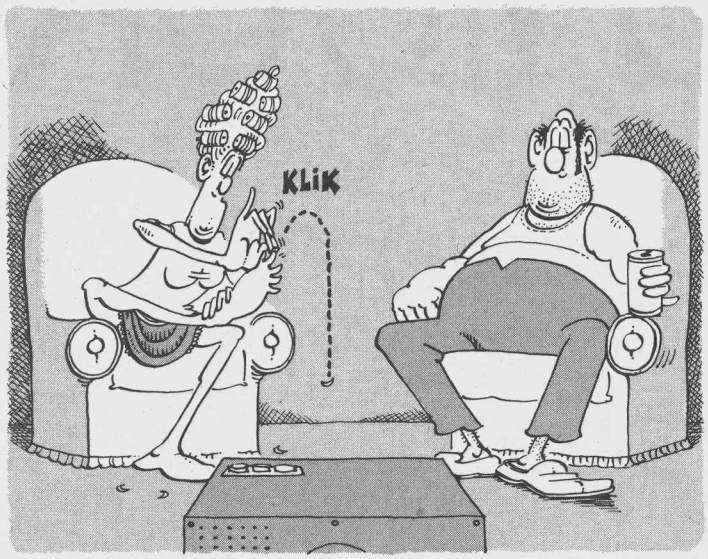
No, I'm practicing for the **lead** in **"Death of a Salesman"** —if it's ever **revived!**

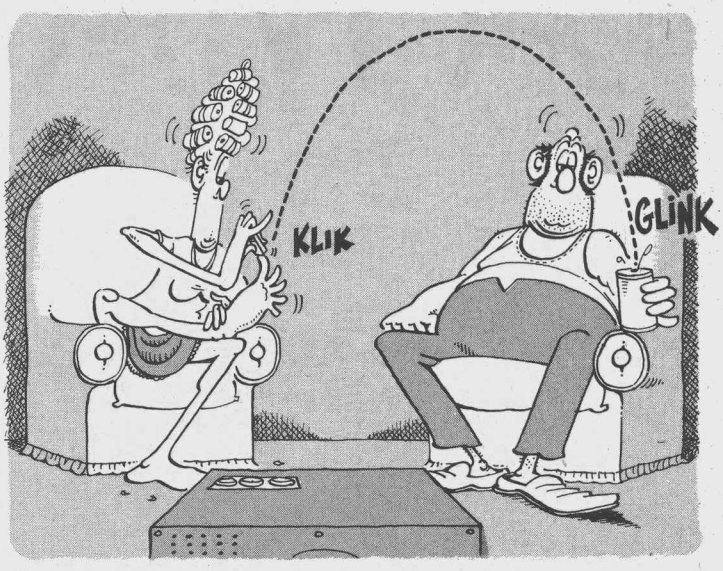
No, it's **very well-mannered!**

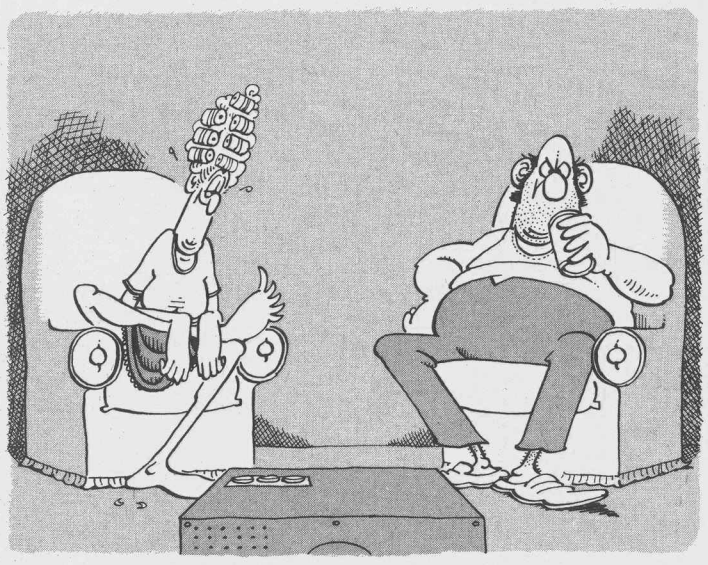
No, we're testing a new and improved **room deodorant!**

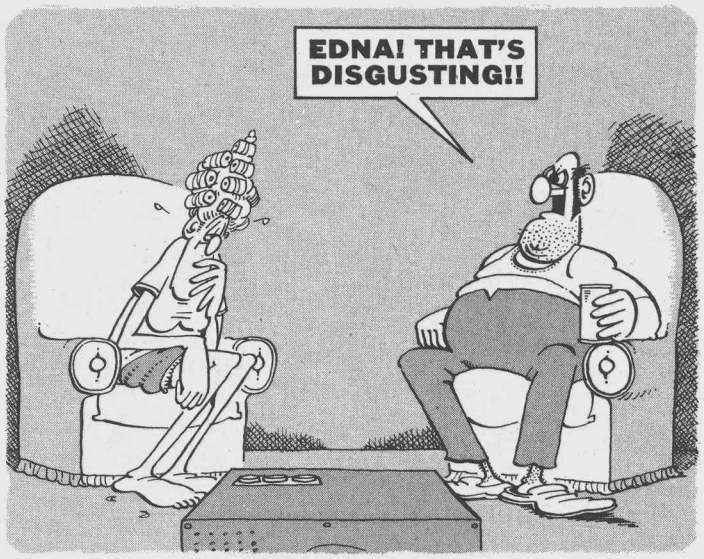
No, it's just that I don't know how to spell **"ROTTEN"!**

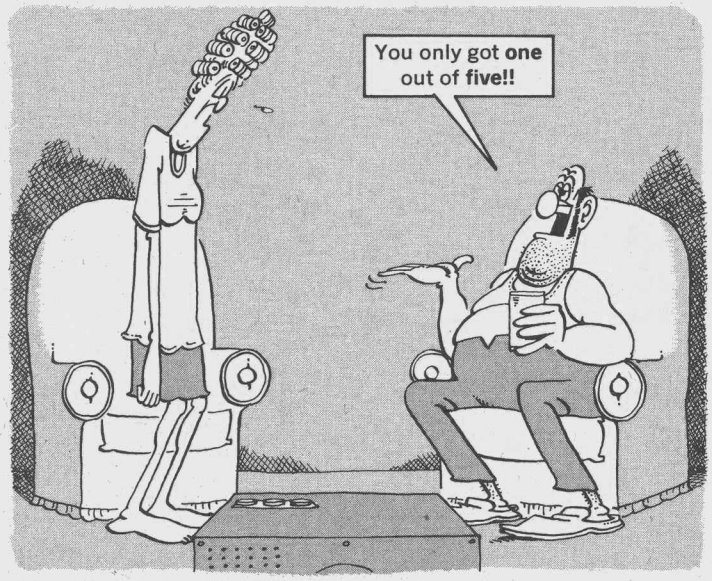
ONE EVENING AT HOME

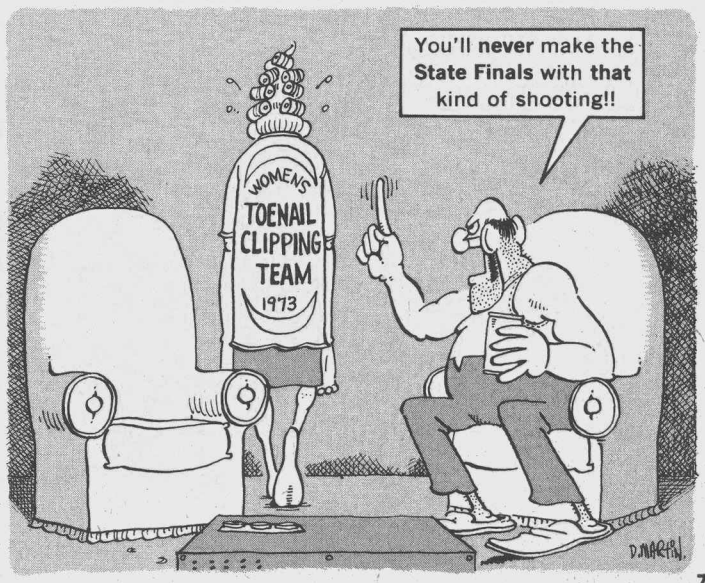




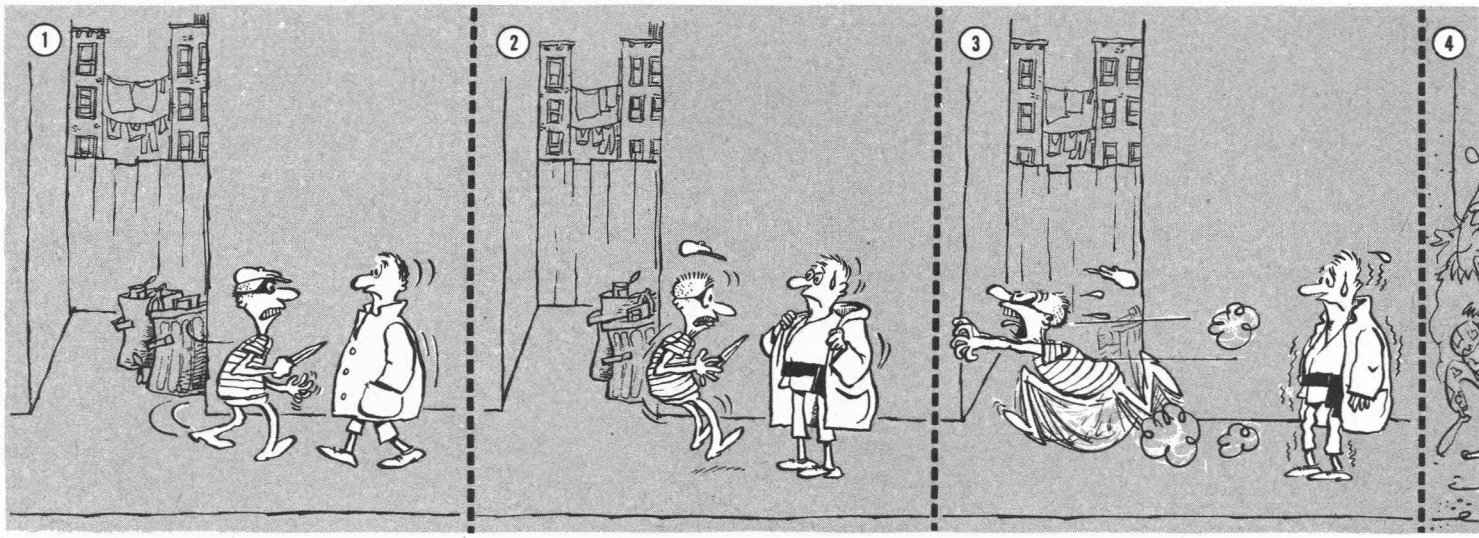


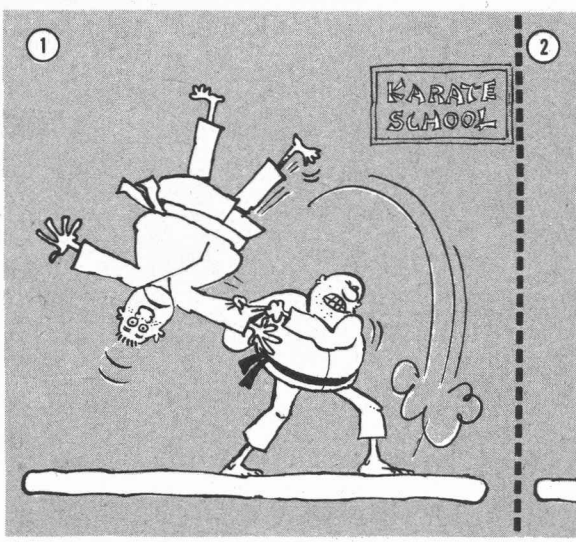




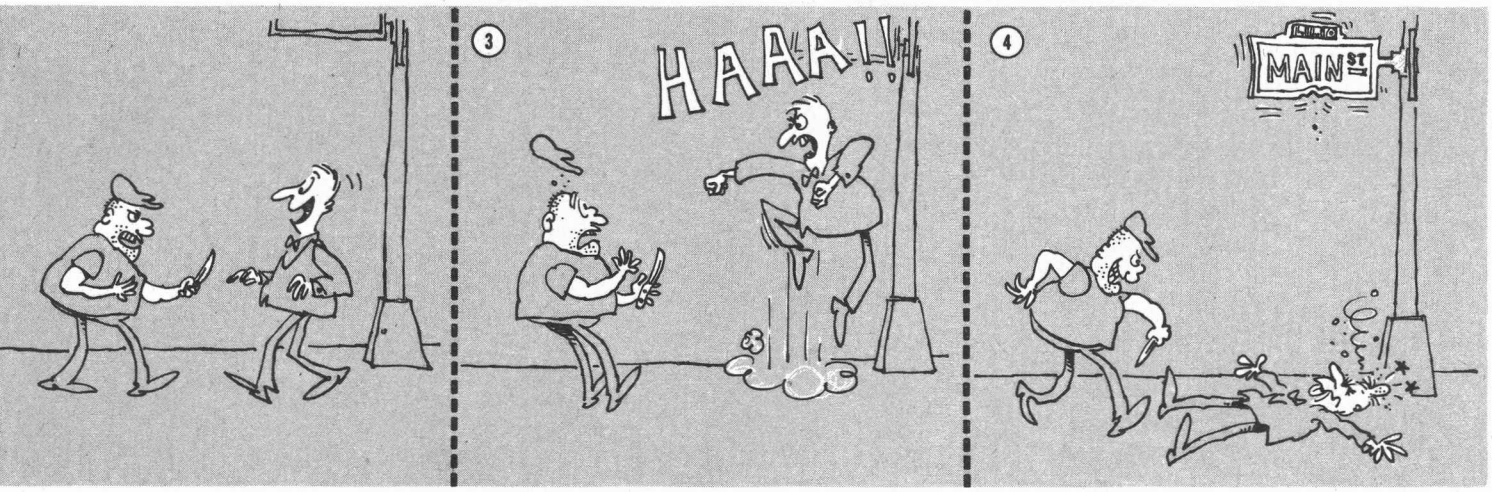


A MAD LOOK

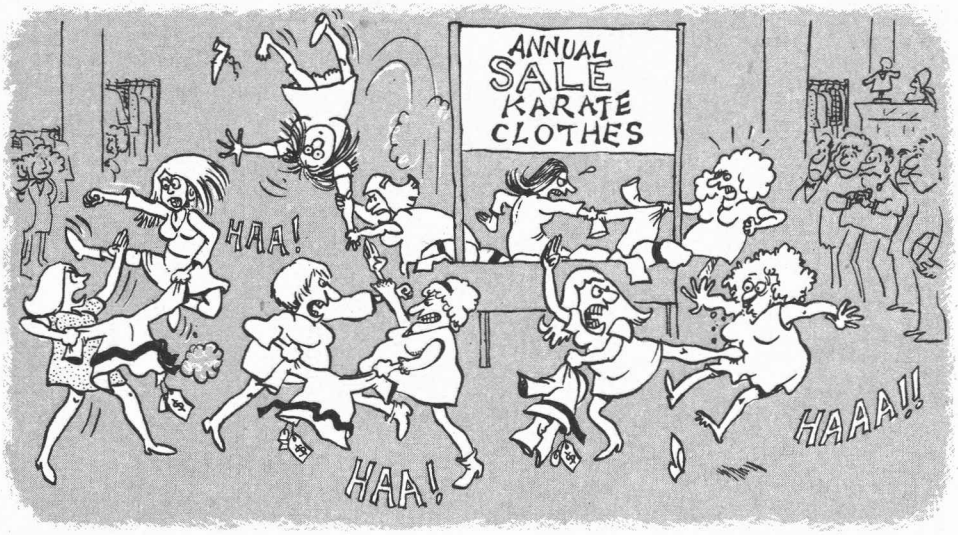


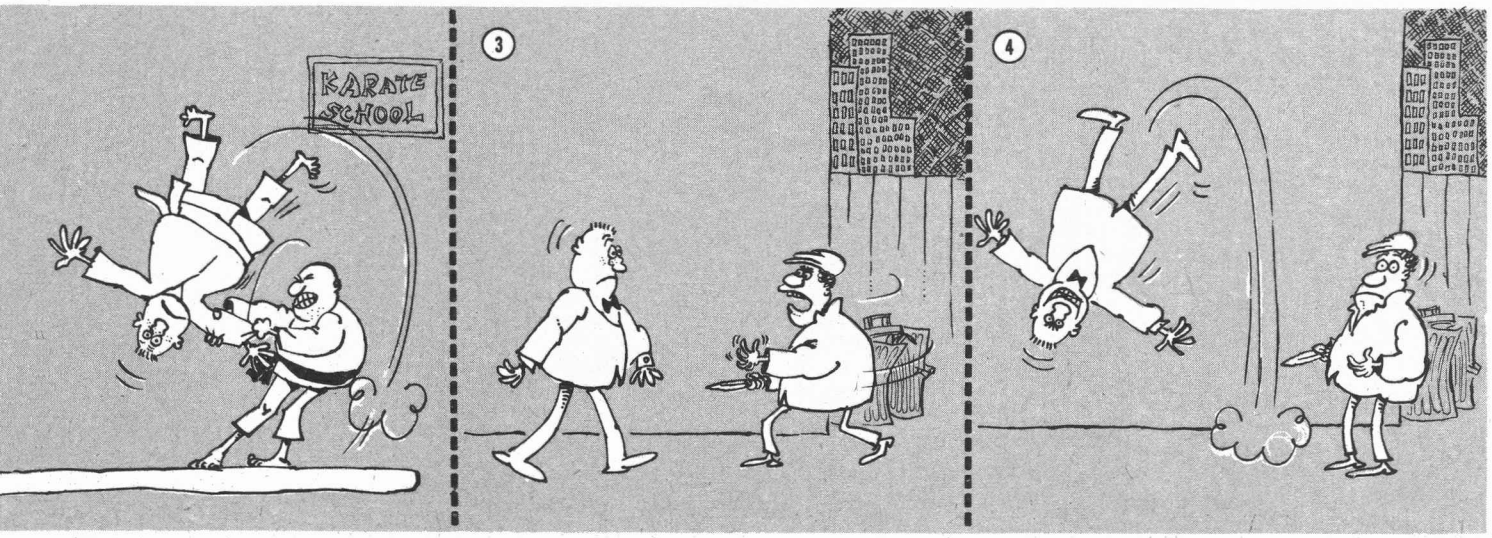


AT KARATE



ARTIST & WRITER: SERGIO ARAGONES





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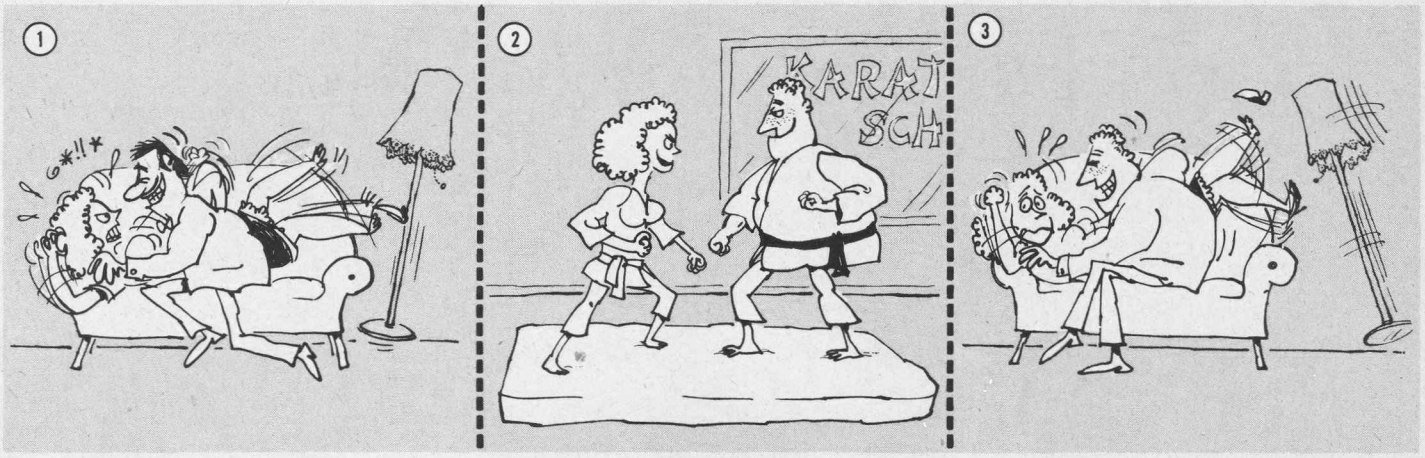
HAAA!
WACK!!
3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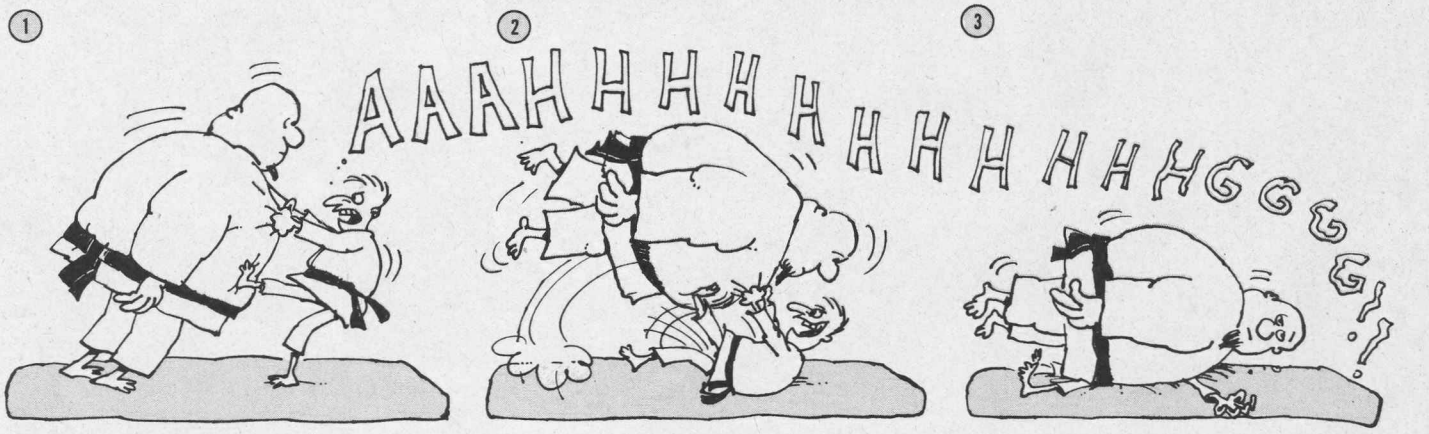
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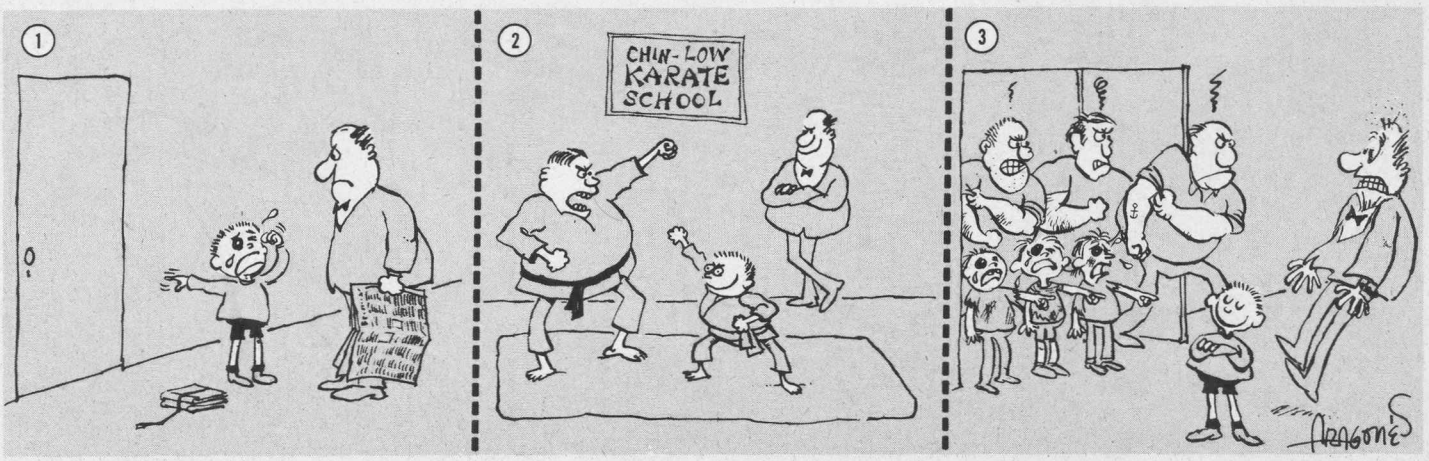
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CHIN-LOW
KARATE
SCHOOL
3
ARAGONÉS

THE CLAUSE THAT REFRESHES DEPT.

Today, most people carry insurance. But what do they insure against? Major catastrophies such as earthquakes, floods, fires, storms, falling U-2s... and minor catastrophies such as burglary, theft, death. All of which completely misses the point. Because nowadays, people need insurance against much more important things... things that can cause havoc and destruction, like those covered fully by...

MAD'S COMPREHENSIVE SMALL IRRITATION INSURANCE

Issued by the

MAD BENEFIT & CASUALTY CO.

E. Pluribus Neuman

We Cover Every Source of Irritation

(Except when it comes to making a claim under this policy)

ISSUED TO:

Please do not write—print clearly

IN CONSIDERATION OF PREMIUMS TOTALLING:

Please do not scream—whimper softly

ARTIST: GEORGE WOODBRIDGE
WRITER: SY REIT

TURN PAGE FOR DETAILED LOOK AT HIGHLIGHTS OF THIS HISTORY-MAKING MUCH-NEEDED NEW INSURANCE POLICY

Section 1.

MISSING SUNDAY SUPPLEMENT Insurance

This section provides cash benefit to claimant when he buys heavy Sunday paper, drags it home, and discovers that one (or more) of the sections have been left out.[1]

Amount of payment will be based on the following Standard Frustration Table:

Comic Supplement missing	$5.00
Sports Section missing	$3.98
Magazine Insert missing	$1.50
Help Wanted Section missing	$ .02
Walter Winchell's Column missing	Claimant pays Company $10.00

[1]Not applicable to Sunday papers weighing less than 21 pounds.

"A wet bone

Section 2.

UNANNOUNCED DROPPING-IN Insurance

This codicil protects the insured against unexpected visits by the following persons, either living or dead, or by any facsimile thereof, with automatic double-indemnity applying over week-ends.

DROPPER-IN	PAYMENT
Your Mother-In-Law	$ 18.00
Other "In-Laws"	$ 12.00 ea.
Aunts and Uncles	$ 5.00 ea.
Cousins	$ 4.00 ea.
Brothers and Sisters	$ 3.00 ea.
Bar Room Acquaintance	$ 2.50
Office Associate	$ 7.00
Office Associate's Family	$ 5.00 ea.
Ex Girl/Boy Friend	$ 20.00
Ex Girl/Boy Friend's Boy/Girl Friend	$ 15.00
Total Stranger	$ 10.00
Alfred E. Neuman	$150.00

Section 3.

FORGOTTEN PUNCH LINE Insurance
(Fifty Joke Deductible)

This section offers cash payment in all cases where insured makes an idiot of himself by forgetting the punch line of a good joke.[1]

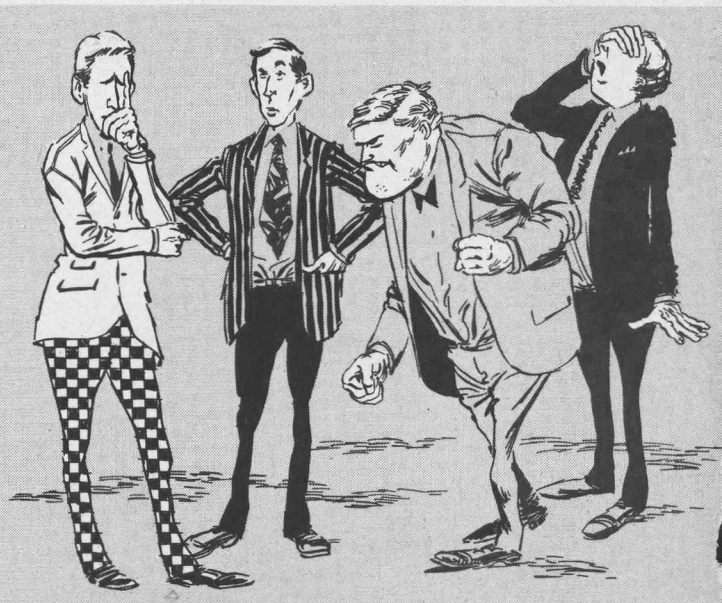
Amount of payment will be based on D.O.M.[2] experienced by claimant.

Supplemental Coverage A: Offers cash payment in cases where insured listens to joke where punch line is forgotten by some other idiot.

Supplemental Coverage B: Guarantees insured against having to hear the same joke over and over.

[1]This provision does not cover "Take Me To Your Leader" gags.

[2]Degree of Mortification.



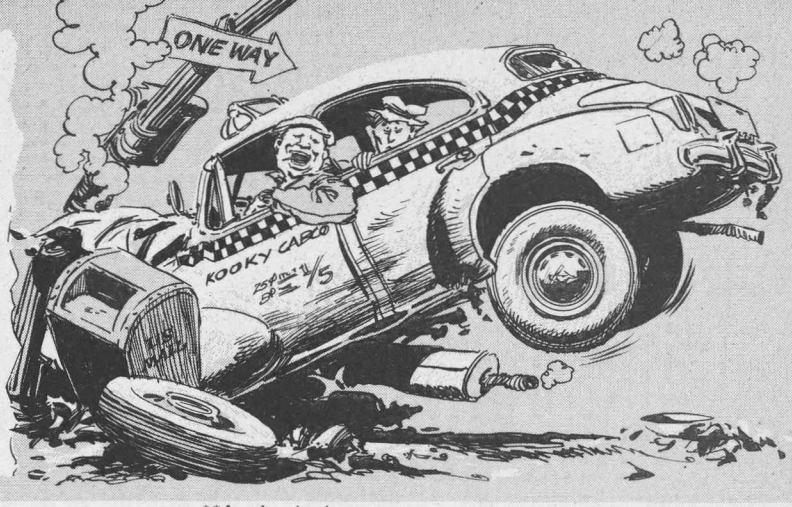
Section 4.

TALKATIVE TAXICAB DRIVER Insurance

This "rider" (See *Lousy Pun Insurance*) protects claimant against aggravation and irritation due to accidentally hailing and boarding a cab driven by a loud-mouthed driver.[1] In all cases of authenticated yakkity-yakking, payment will be made as follows:

25 cents for the first ¼ miles
5 cents for each additional ¼ mile

[1]In the event driver attempts to tell jokes, see Section "3", *Supplemental Coverage* A & B. In the event driver attempts to sing as well as tell jokes, see section of Criminal Code dealing with "Justifiable Homicide."



**A sober lord

Section 5.

MISPLACED THEATRE TICKET Insurance

This section protects insured against arriving at theater and discovering that tickets are back home in other pants.[1]

Claimant may apply for any one of the following payments.

A. Full cash refund.
B. Original text of play, plus review by respected critic.
C. New tickets for same seats or better.[2]

[1]Does not apply to ballet or experimental free-verse drama, since inability to see such performances is not considered any misfortune.
[2]No more than three misplacements will be allowed per play.

Section 6.

WRONG TELEPHONE NUMBER Insurance

This section insures claimant against being awakened by somebody who dialed wrong number during normal hours of sleep (i.e. 3 AM to Noon). Claimant awakened from sound sleep will received $5.00. Claimant awakened from light sleep will receive $2.00. Claimant awakened from nightmare will consider himself lucky and file no claim.

Sub-Section A: Insured who is vilified or insulted by his caller, and is too sleepy (or too stupid) to make a snappy comeback will receive an additional sum, equal to ½ his Area Code Number.

Section 7.

WRONG WAITING LINE Insurance

This clause protects insured against inadvertently picking slowest-moving line to stand on, with double-indemnity payable where "line-hopping" by claimant causes additional delays due to stupid misjudgment.

Wrong waiting line coverage applies to:

Banks Railway Stations Airlines Terminals
Sports Arenas Soup Kitchens

Option: Where excessive wrong-line-picking leads to nervous breakdown due to frustration, Company will pay claimant one-half of total sanitarium bill.[1]

Section 8.

HAVING TO WATCH BERT PARKS ON TV Insurance

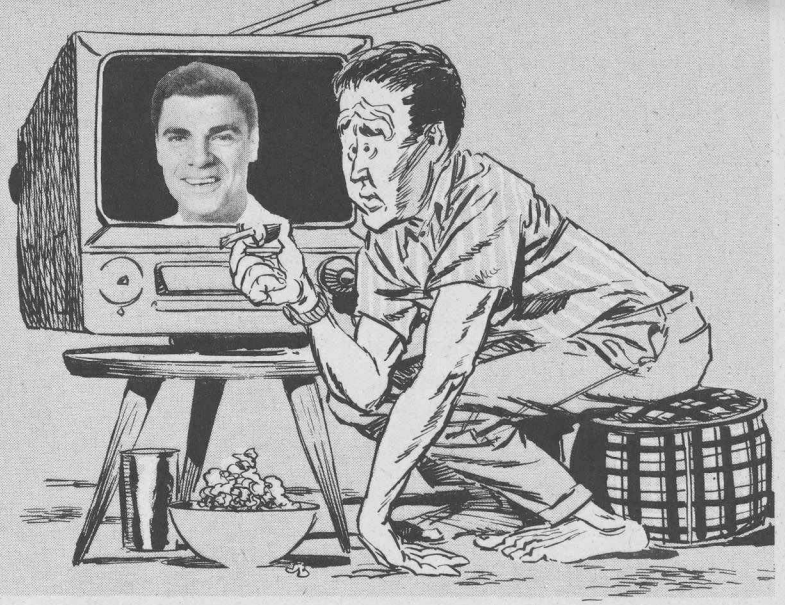
This clause provides compensation to claimants compelled (by force or other circumstances) to watch the above-mentioned personality on television. (See *Options*)

Rate of payment will be based on minutes of viewing time, not including commercials (unless said performer delivers them) and amount of nausea suffered.

Option 1. On written application to the Company, insured may substitute either Betty Furness or Art Linkletter.

Option 2. If desired, half-rate coverage may be obtained for Arthur Godfrey, Ted Mack, George Jessel and/or Kathryn Murray.[1]

[1]Arthur Murray-Deductible



Section 9.

BENT OR FOLDED
"PLEASE DO NOT BEND OR FOLD" MAIL Insurance

This section guarantees payment for items received in the mail which have been bent, folded, mangled or chewed out of shape by the Postal Authorities in complete disregard of "Please Do Not Bend or Fold" requests stamped all over the envelopes. Claims will be settled as per the following table:

ITEM BENT	AMOUNT PAID
Pin-Up Calendar	$4.00
Regular Calendar	$ .03
Photo of Girl Friend	$2.00
Photo of Girl Friend's Mother	$ .02
Correspondence School Diploma	$1.00
Juvenile Court Summons	$ .47
Copy of MAD Magazine	Claimant pays Company $4.00

**A forgetful elephant

Section 10.

SELF-SERVICE ELEVATOR ENTRAPMENT Insurance

This provision offers coverage when claimant is accidentally trapped in any self-service elevator due to mechanical or power failure. Compensation will based upon the following circumstances:

A. Height at which elevator became stuck.
B. Number of people present.
C. Length of time spent waiting to be rescued.
D. Degree of hysteria generated.
E. Number of gray hairs acquired.

Sub-Section I:

This provision is declared null and void in the event claimant is a male, and is stranded alone in elevator with gorgeous blonde.

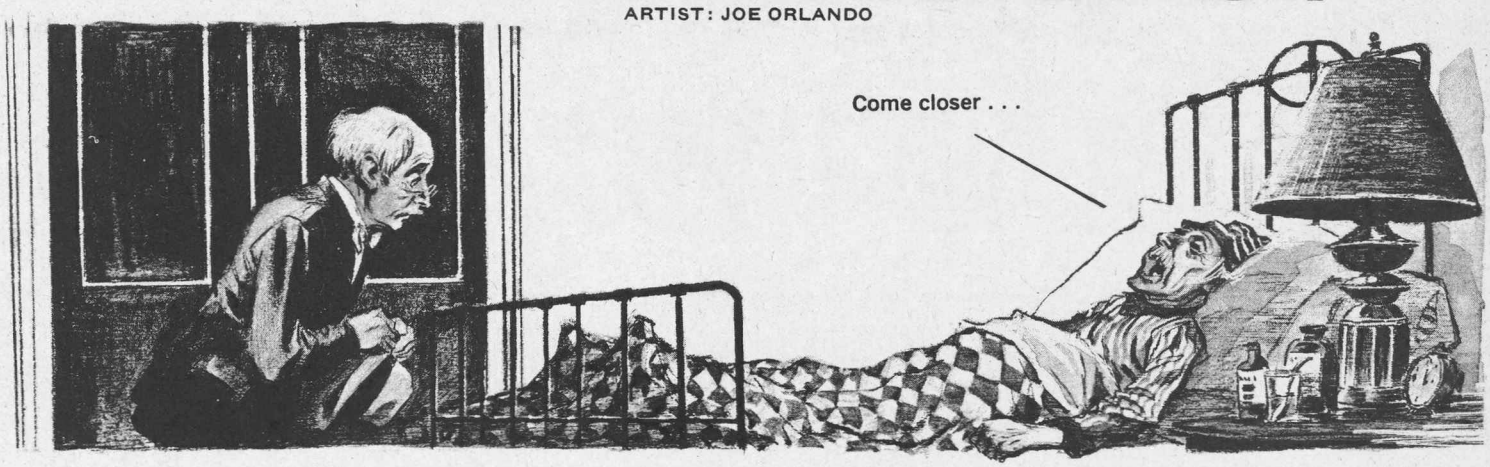
Sub-Section II:

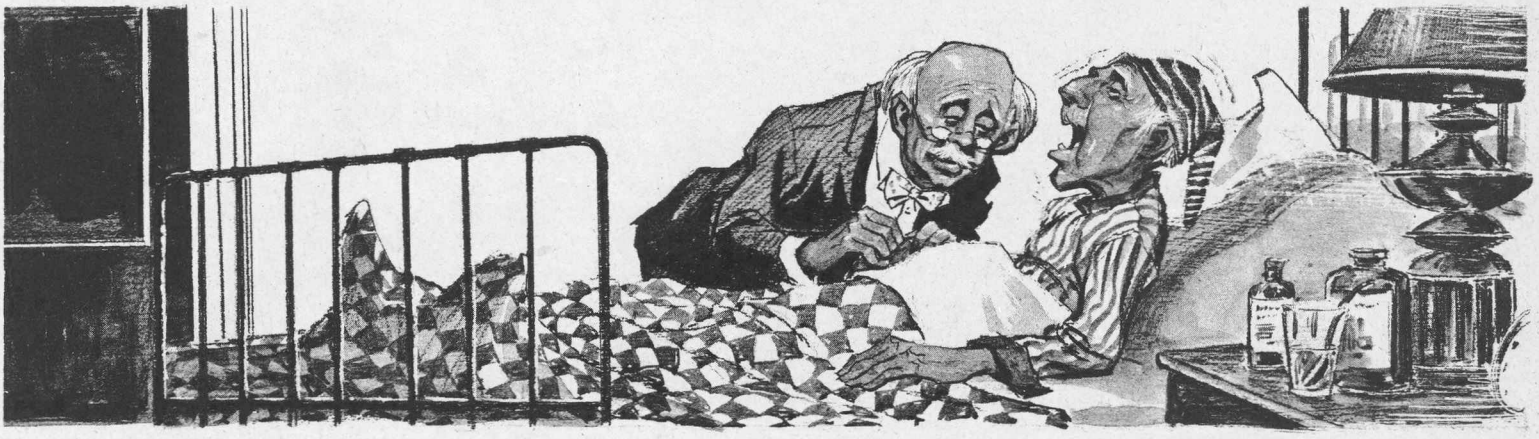
If claimant is a female, eliminate gorgeous blonde (ref.: Sub-Section I) and substitute gorgeous movie actor.

TOUCH-AND-GO DEPT.

THE PARTING SHOT

ARTIST: JOE ORLANDO



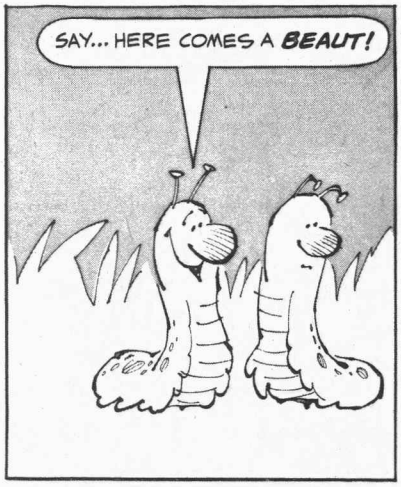


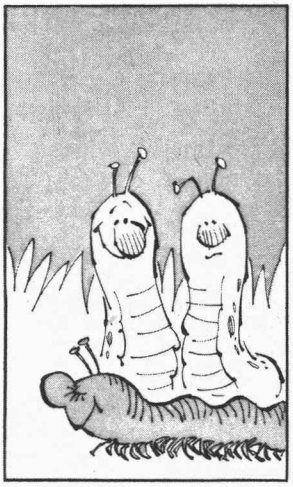
DOWN TO EARTH DEPT.

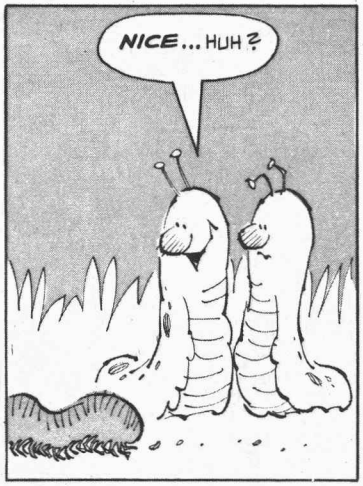
The noted scientist, Eli Mathers (Hofstra '48), once theorized: "We can learn a lot about ourselves from other forms of life, and they, in turn, can learn a lot about themselves from us!" Eli's father,

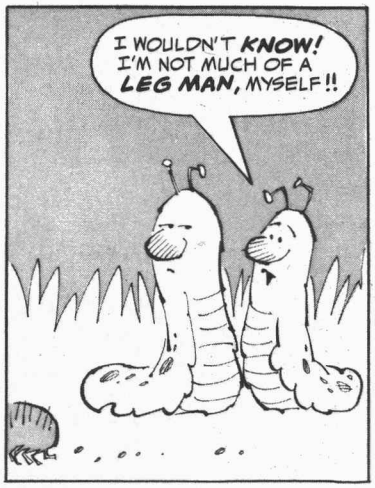
A MAD LOOK AT BUGS

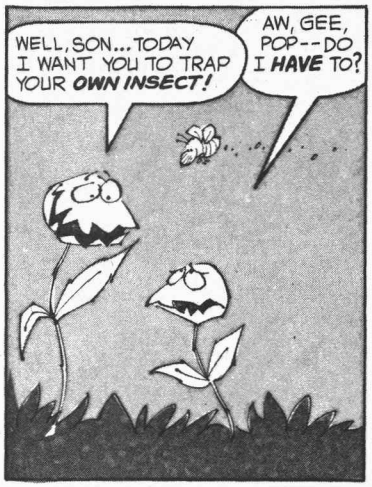
ARTIST: PAUL COKER, JR.

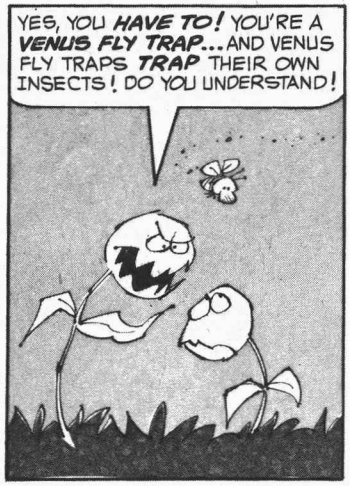


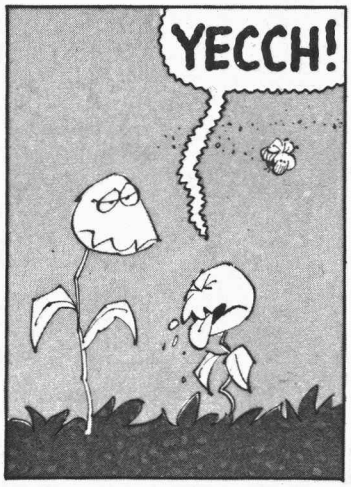


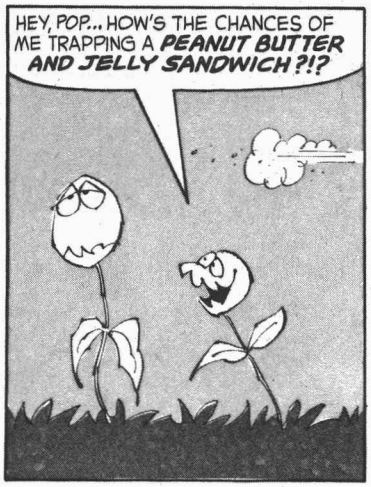


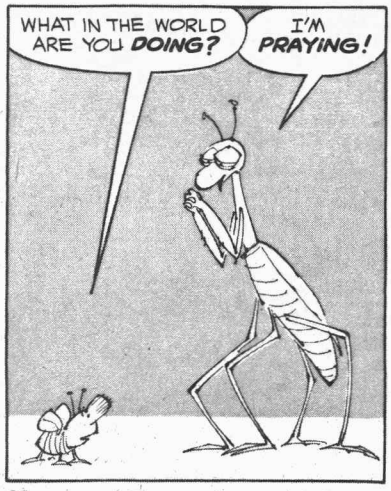


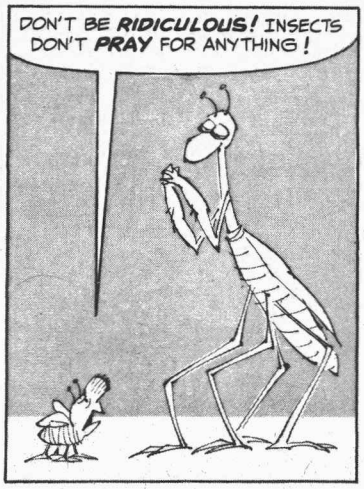


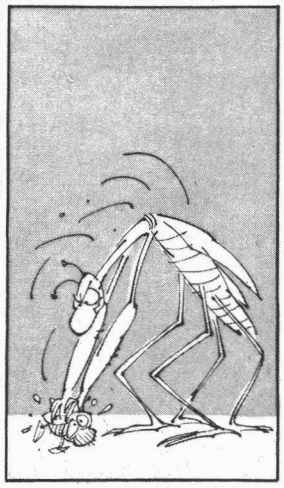


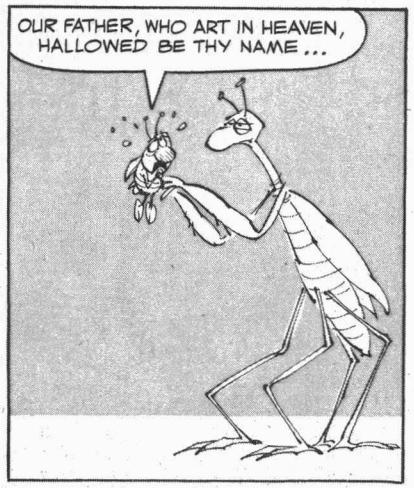








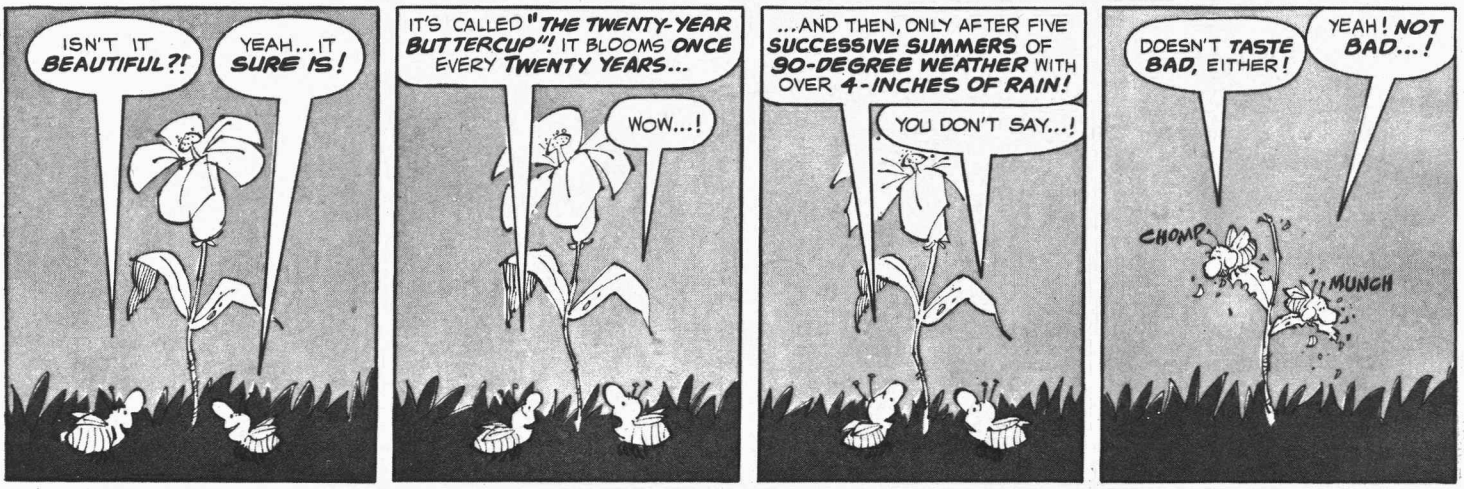


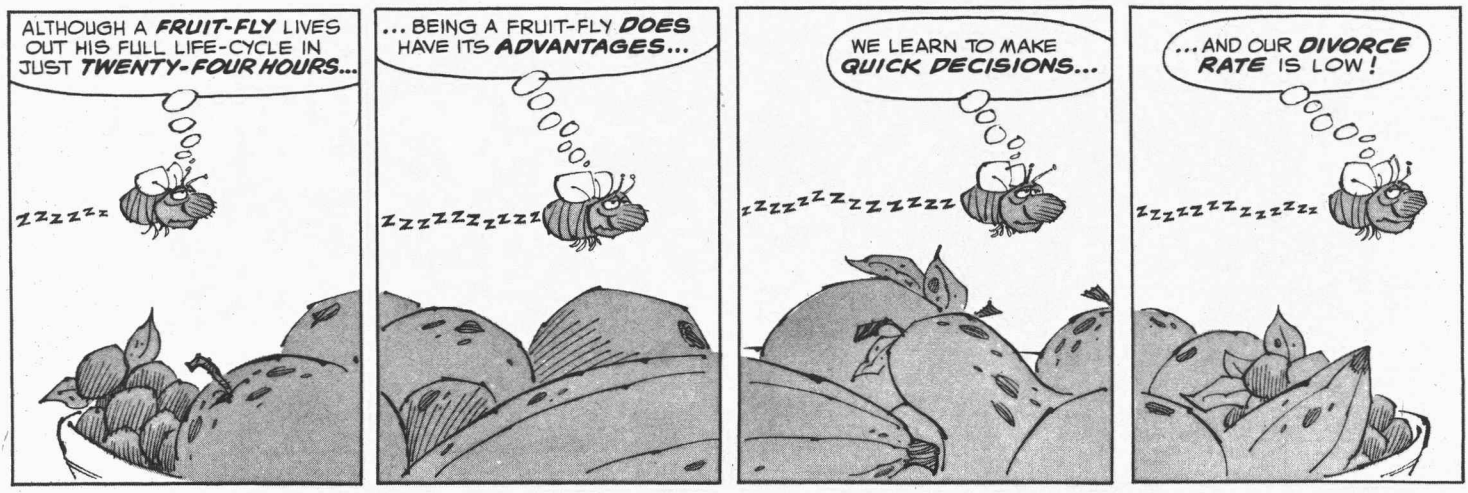


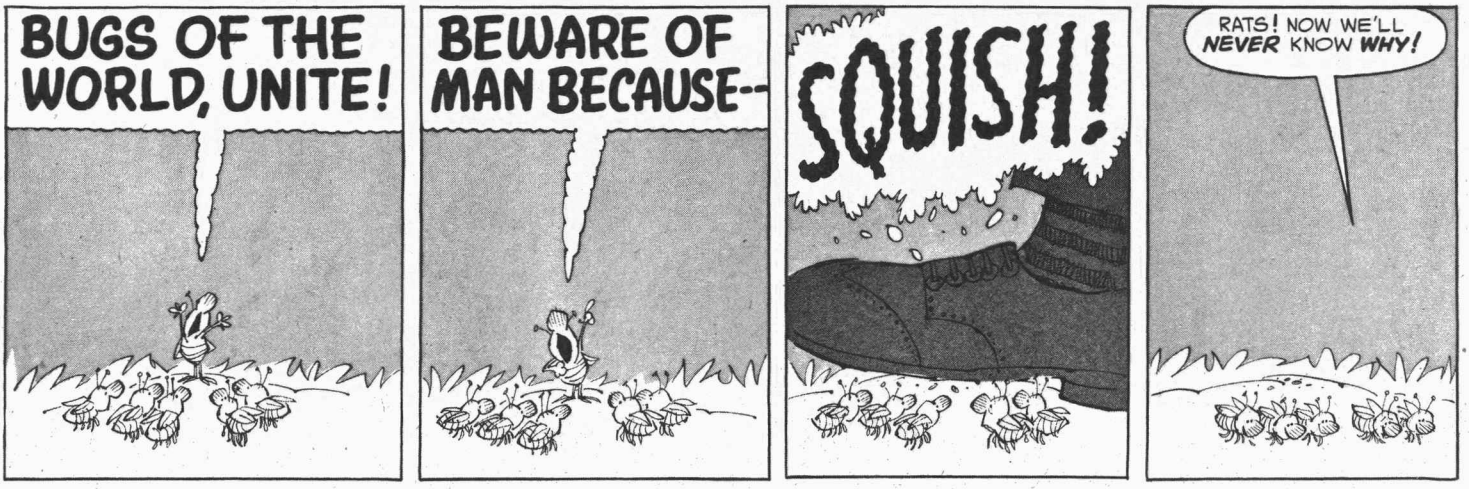
Professor Leonard Mathers (UCLA '21), once said this about his son's theory: "Eli's got a big mouth! Don't pay him no mind! Pass the salt . . ." And so, ignoring Eli Mathers' theory, we now present . . .

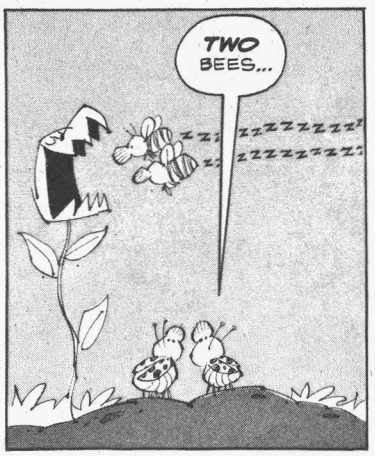
'N WORMS 'N THINGS

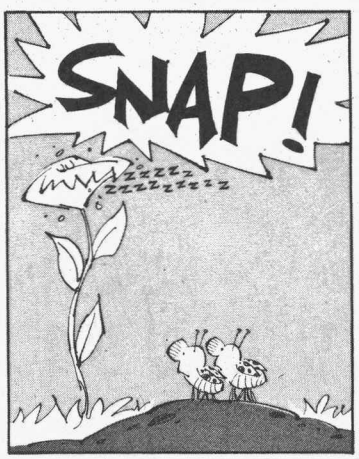
WRITER: DON EDWING

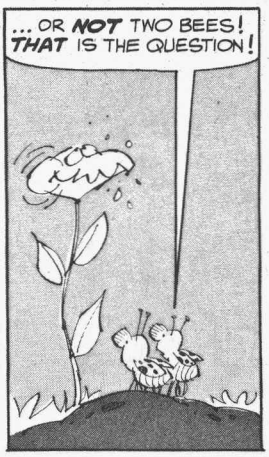


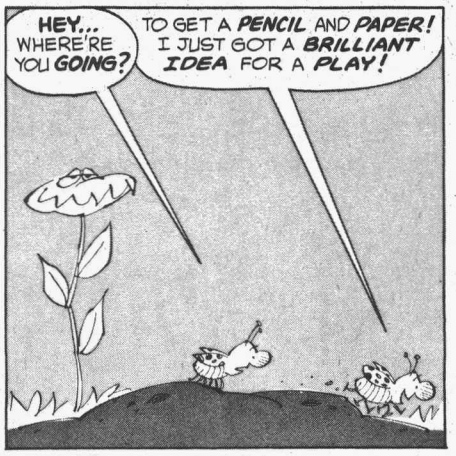




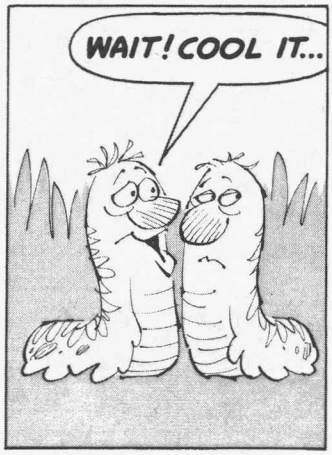

TWO BEES...

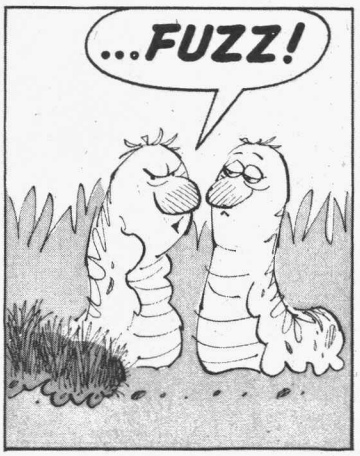

SNAP!

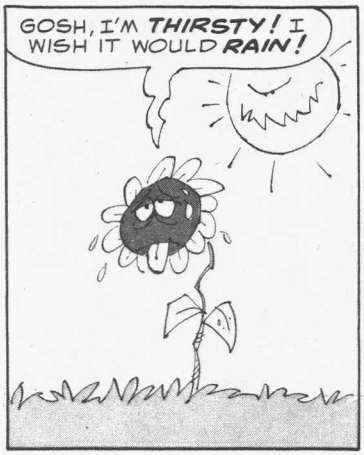

... OR NOT TWO BEES! THAT IS THE QUESTION!

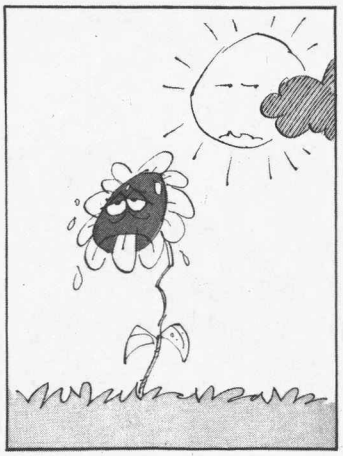

HEY... WHERE'RE YOU GOING?
TO GET A PENCIL AND PAPER! I JUST GOT A BRILLIANT IDEA FOR A PLAY!

SO THAT'S THE PLAN! WE HIT THE APPLE ORCHARD TONIGHT, AND...


WAIT! COOL IT...

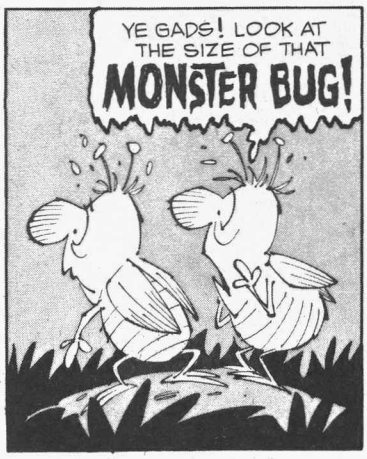

...FUZZ!


GOSH, I'M THIRSTY! I WISH IT WOULD RAIN!



ROAR!

FLOWER POWER!

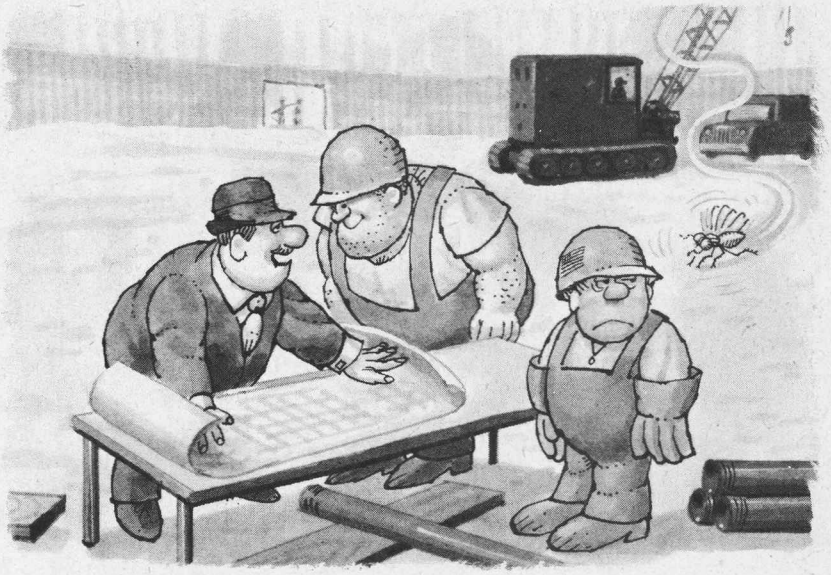

YE GADS! LOOK AT THE SIZE OF THAT MONSTER BUG!

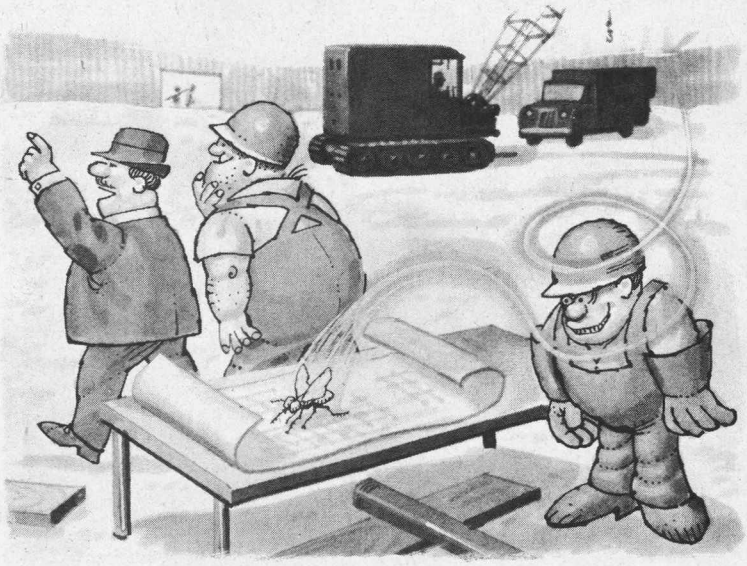
THAT'S THE BIGGEST BUG I HAVE EVER SEEN! CATCH THOSE HIDEOUS EYES--THAT IMPENETRABLE ARMOR! MAN, HE MUST EAT A MILLION INSECTS FOR JUST ONE MEAL!

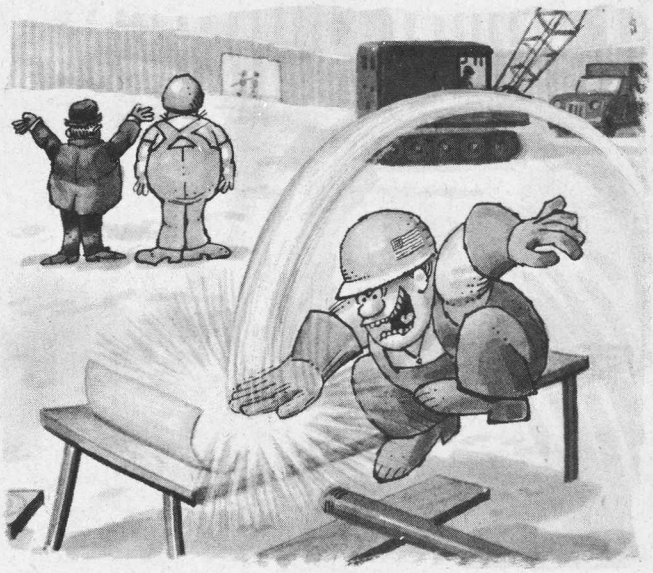
WHAT DO YOU THINK WE SHOULD DO...?

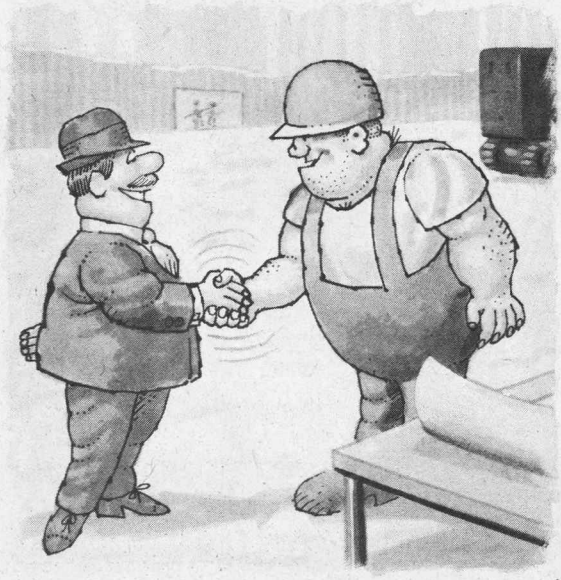
WE'D BETTER WARN THE OTHERS!

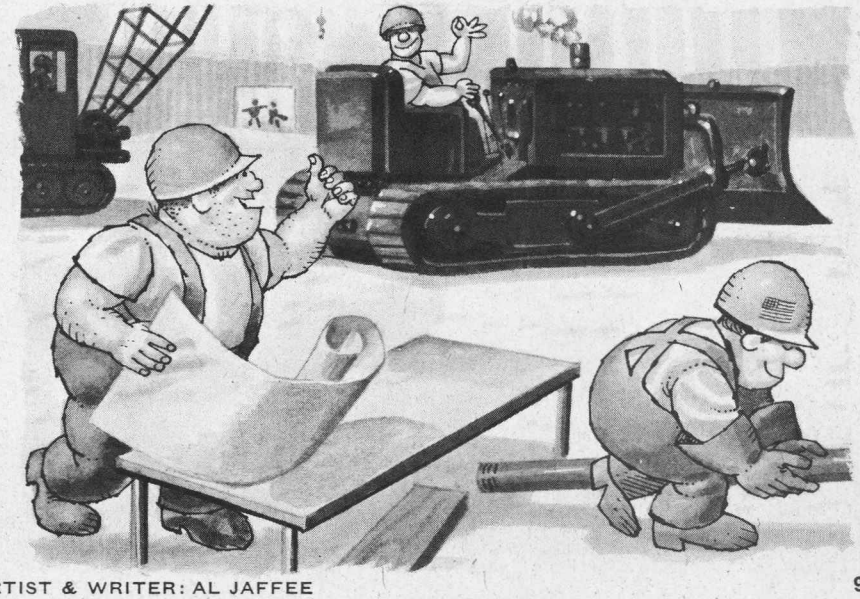
AN ARCHITECTURAL TRIUMPH



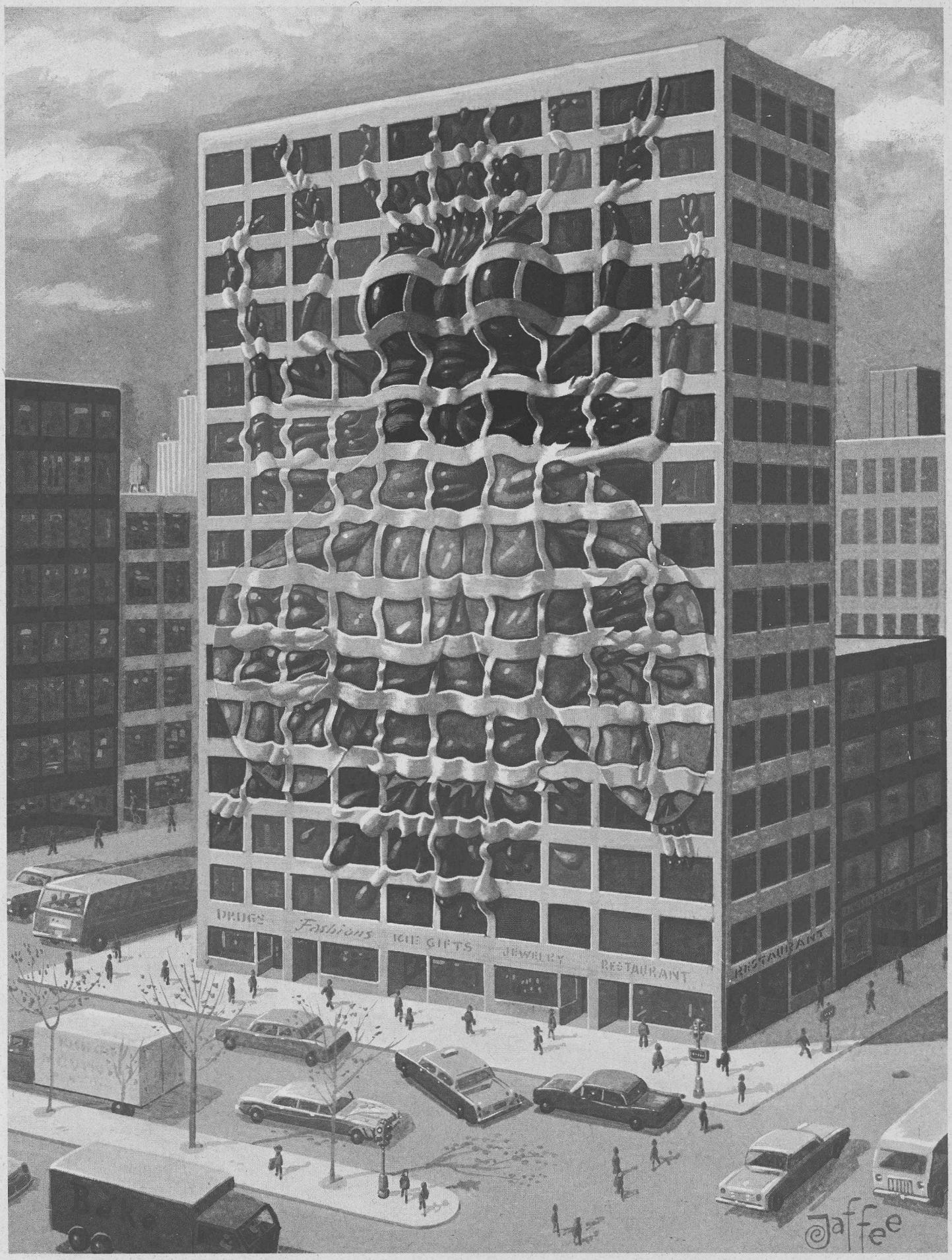








ARTIST & WRITER: AL JAFFEE

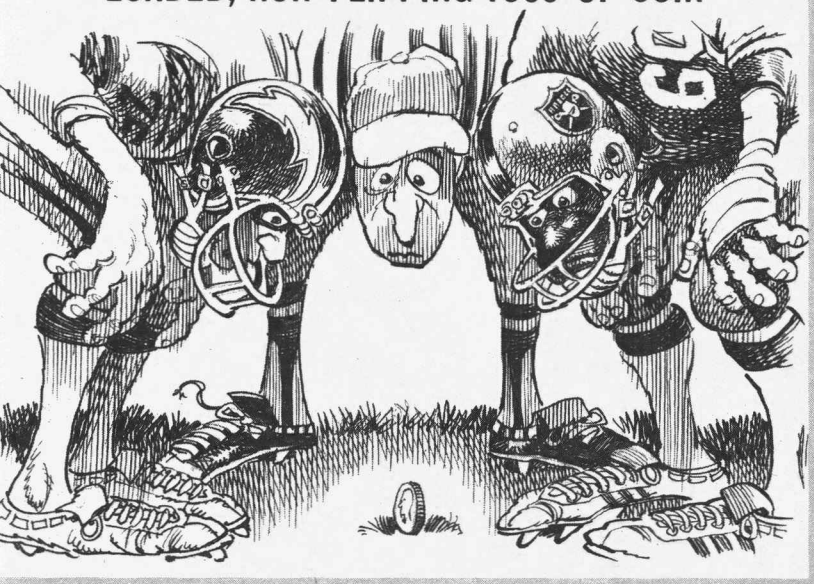

DRUGS
Fashions
ICE GIFTS
JEWELRY
RESTAURANT
RESTAURANT
Jaffee

FUN IN GAMES DEPT.

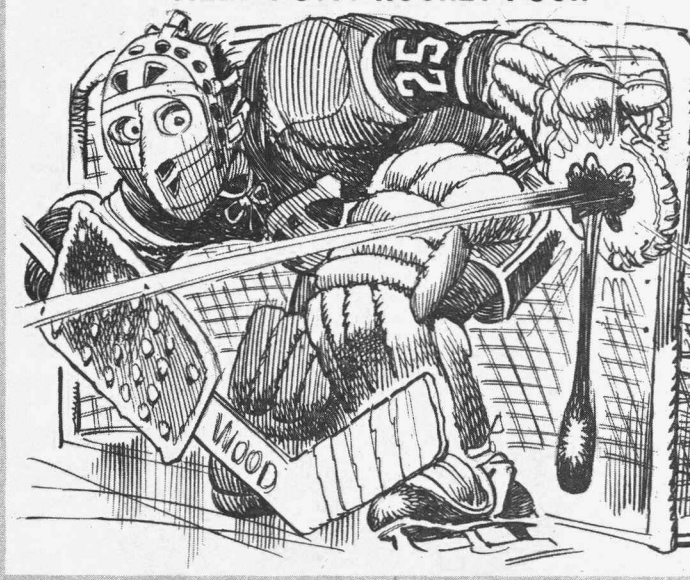
MAD NOVELTY ITEMS FOR PRACTICAL-JOKER JOCKS

ARTIST: JACK DAVIS WRITER: PAUL PETER PORGES

LOADED, NON-FLIPPING TOSS-UP COIN



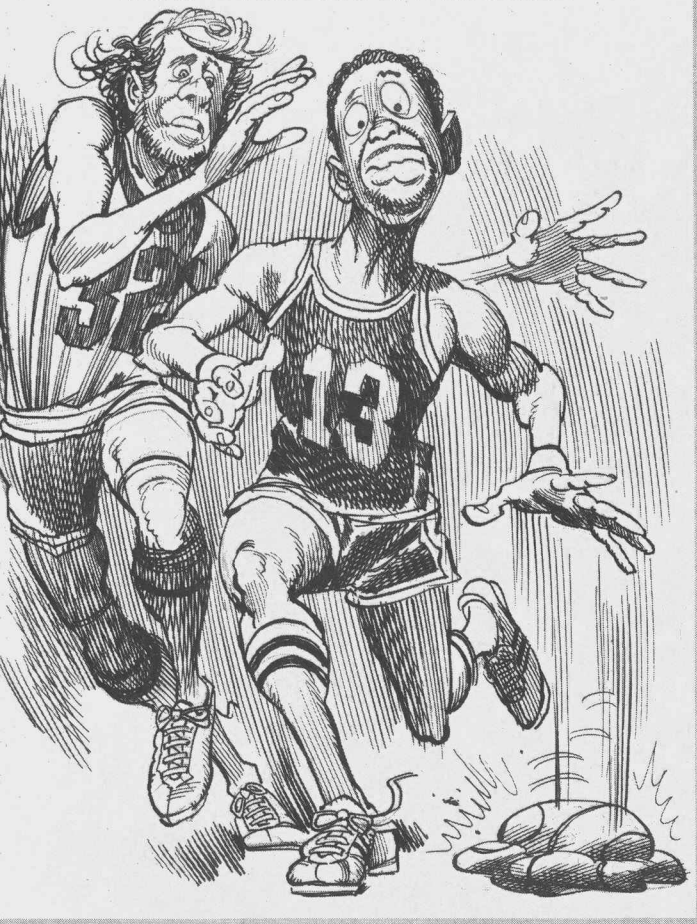
SILLY-PUTTY HOCKEY PUCK



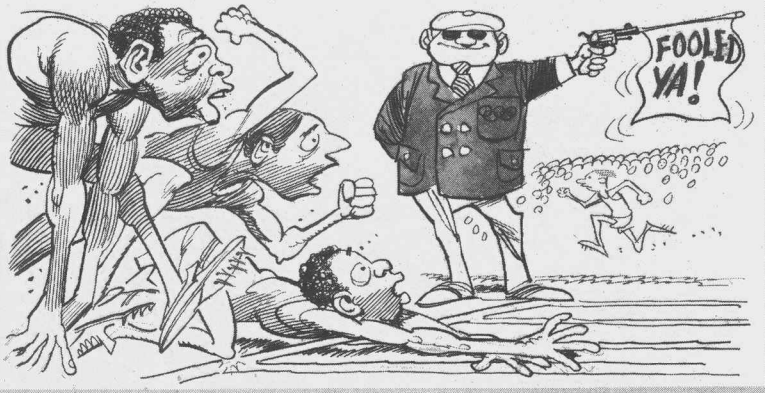
FUNNY FALSE TEETH MOUTHPIECE

SHREDDING CHEERLEADER POM-POMS

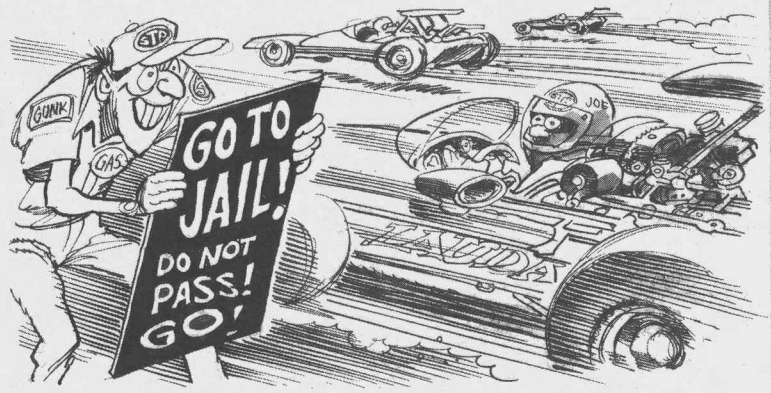
NON-BOUNCING BASKETBALL



TRICK STARTER GUN

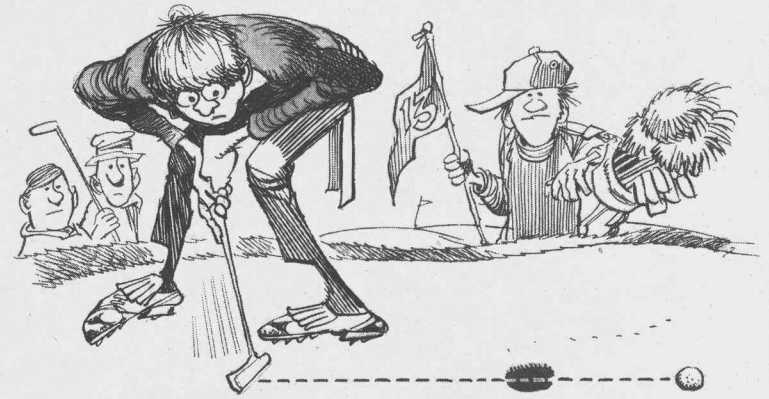


HUMOROUS PIT-STOP FLASH CARDS



NO-EXIT FOOTBALL JERSEY

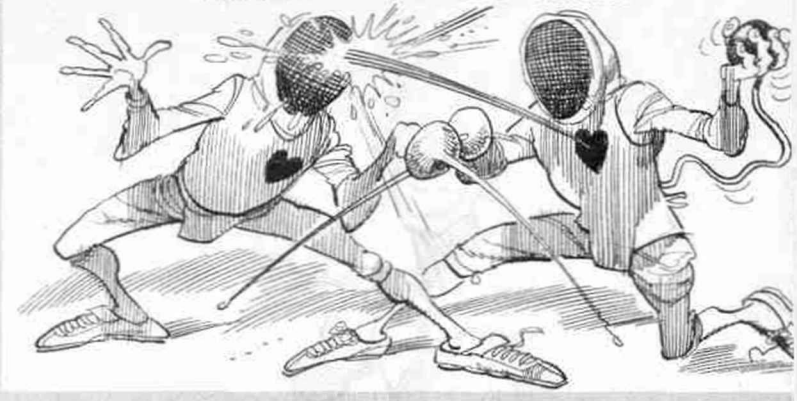
BLACK-SPOT FAKE GOLF HOLE



REFEREE'S SOAP BUBBLE WHISTLE

COLLAPSABLE POLE VAULT POLE

SQUIRTING FENCING TARGET



EXPLODING RELAY BATON

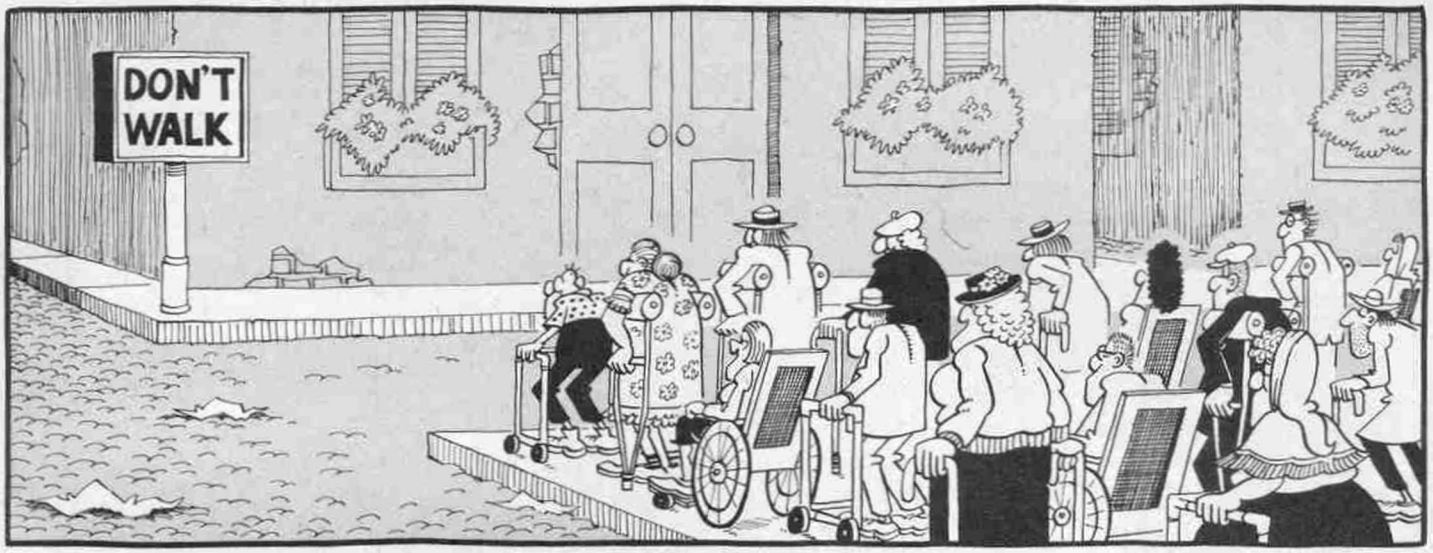
FAKE BASKET-STUFFER'S FINGERS

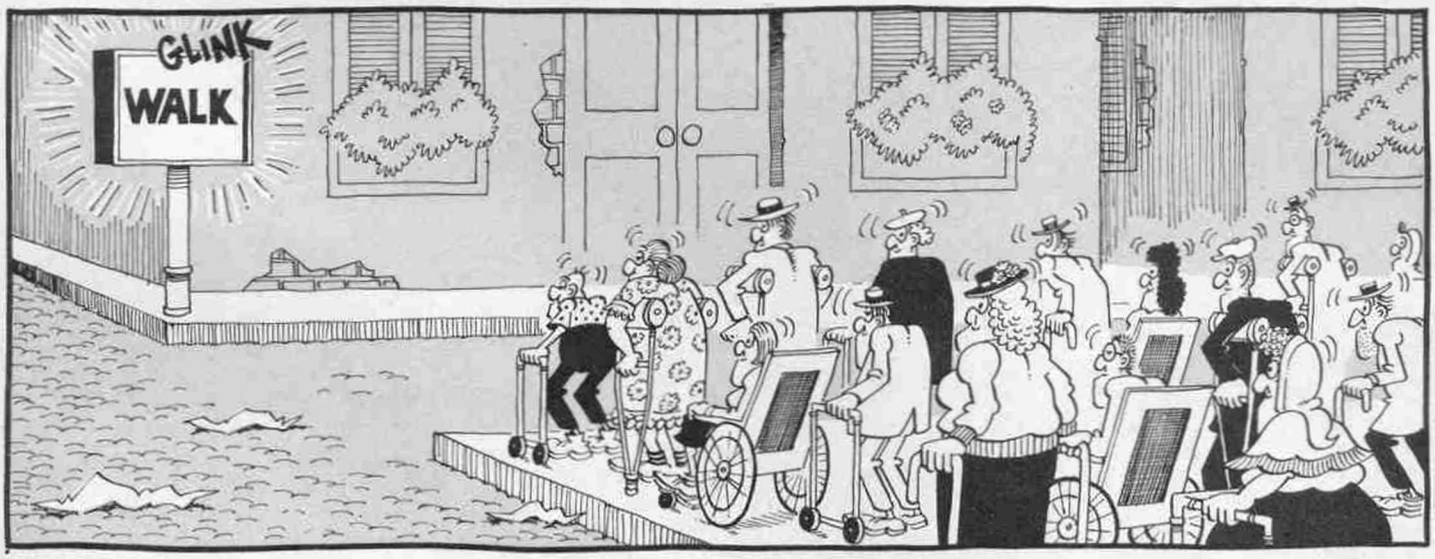
DOUBLE-SHPRITZ SQUEEZE WATER BOTTLE

WHOOPEE CUSHION SECOND BASE

DON MARTIN DEPT. PART II

ONE AFTERNOON IN DOWNTOWN LOURDES





SUPPORT GUN CONTROL!

THIS COVER SPECIALLY DESIGNED SO TEACHER WON'T SPOT STUDENT READING MAD IN CLASS • THIS COVER ALSO DESIGNED SO PRINCIPAL WON'T SPOT TEACHER READING MAD IN LOUNGE • ALSO SO SCHOOL BOARD WON'T SPOT PRINCIPAL READING MAD • ALSO SO STUDENTS WON'T SPOT SCHOOL BOARD READING MAD •

COMPOSITIONS

NAME _____

_____